26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JANUARY 7, 1957 35¢ PER COPY

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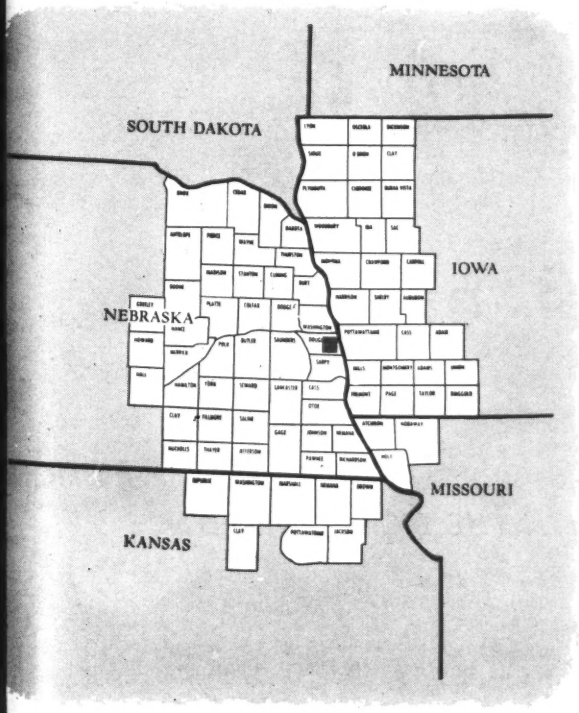
KMTV *Serves More Television Homes Than Any Other Station in Nebraska, Iowa, Kansas!*



Newly released 1956 Nielsen Coverage figures reveal KMTV serves an 84 county area with 412,250 TV homes —a $2½ billion market area. KMTV reaches into 71 per cent of these homes each week, 75 per cent each month. That's why leading national and local advertisers all choose KMTV to sell this giant midwest market. See your Petry representative today!

MARKET FACTS*

EFFECTIVE BUYING INCOME	$2,655,682,000
POPULATION	1,752,900
FAMILIES	542,400
AVG. INCOME PER FAMILY	$4,896
AVG. INCOME PER CAPITA	$1,502
RETAIL SALES	$2,067,514,000
FARM GROSS INCOME	$1,521,250,000
FARM POPULATION	505,300
GEN'L MDSE. SALES	$220,684,000
FOOD SALES	$364,925,000
DRUG SALES	$59,714,000
AUTO SALES	$411,400,000

* Compiled from "Survey of Buying Power" and SRDS

Market Coverage Area

COLOR TELEVISION CENTER

K M T V

NBC-TV
ABC-TV
CHANNEL 3
OMAHA

Represented by
Edward Petry & Co., Inc.

POWER
100,000 WATTS

HEIGHT
1049 FEET

CHANNEL 6

INTERCONNECTED

ATTENTION TIMEBUYERS!

THE SEPTEMBER - OCTOBER PULSE SURVEY SHOWS WTVR WITH 213 QUARTER HOUR FIRSTS

BETWEEN
12 Noon - 6:00 PM

WTVR LEADS ONE STATION BY

40% St.

AND THE OTHER BY

33⅓%

KEEP YOUR 👁 ON® WTVR

Each New Survey Shows Greater and Greater Leadership

THE BIGGEST BUY ON THE BIGGEST STATION WITH THE BIGGEST AUDIENCE

LET WTVR PROVE GREATER RESULTS DAY OR NIGHT

Call—WILBUR M. HAVENS, Richmond 5-8611

or any BLAIR TV office

Now, 18 hours of

MUSIC

with 18 news shows daily on

WJIM-RADIO

Lansing, Michigan

say it with music

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

New home for one of America's pioneer TV stations

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

CHANNEL 8
Multi-City Market

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Los Angeles • Chicago • San Francisco

closed circuit.

AIR DROP • Another major air personnel change in ABC was to take place quietly over weekend. John H. Mitchell, who has been vice president and special assistant to AB-PT President Leonard H. Goldenson since latter assumed direction of subsidiary ABC, was to fly into San Francisco to relieve James H. Connolly as vice president and general manager of KGO-AM-FM-TV. Mr. Connolly will leave ABC with substantial severance.

B•T

MIKE WALLACE, currently most talked-about tv personality in New York because of his lively interviews with frank celebrities on WABD (TV) Nightbeat *(see story, page 76), has been signed as performer by ABC. In past few weeks, Mr. Wallace — veteran radio-tv figure — has been wooed for several big jobs, but it's authoritatively learned ABC has closed deal.*

B•T

JUNE IN JANUARY • Barring unexpected, FCC Chairman George C. McConnaughey now plans to remain on FCC at least until his current term expires June 30, feeling he is committed to administration that long. He later will determine whether he will seek reappointment or return to law practice in Columbus, Ohio, and possibly Washington. He likes job but has family considerations to take into account.

B•T

IF Mr. McConnaughey remains, status quo as to other membership may prevail for foreseeable future. But if chairman does elect to leave, there might be others disposed to follow, depending on climate. Appointment of "outsider" as chairman might have bearing on attitudes of other Republican members. Comr. Rosel H. Hyde already has held chairmanship, and has no notion of leaving. Other GOP members are Comrs. John C. Doerfer and Robert E. Lee.

B•T

McCONNAUGHEY APPOINTMENT • There was new appointment in McConnaughey family last week. Mrs. George C., wife of chairman, was named an official hostess for Eisenhower-Nixon inauguration Jan. 21—an honor accorded only at top level in official family.

B•T

AMONG hotel men, NARTB annual convention is regarded as most desirable in country. Broadcasters (and convention exhibitors) spend more per capita than any other sizeable annual convocation (last year 4,500 attended NARTB convention in Chicago), according to number of hotel executives who have handled recent conventions.

BUMPS THAT GRIND • Though they aren't saying much publicly, at least some major cigarette advertisers are concerned about what effect Brown & Williamson's buy of half of NBC Radio's forthcoming hourly newscasts will do their own spot campaigns on NBC Radio stations. Normal protection to B&W would mean that on stations carrying B&W NBC business, time available for competing cigarette spots would be cut to 25 minutes in each hour. In early-morning time especially, number of stations already have three or four cigarette accounts within hour, with result that B&W protection would "bump" one or two of these. Some cigarette advertisers say informal canvasses reassure them that good number of stations either will not clear prime station time for NBC or at least will bump some other competitor, if bumping is necessary.

B•T

DESPITE apparent feeling on part of agencies that many stations won't clear early-morning and possibly other strong station time for NBC newscasts, network authorities maintain they already have clearances representing 78 to 80% of rate card, effective with Jan. 14 starting date of series, and predict this will be up to at least 90% by June 1. They concede there are "problem areas" where stations have long-standing contracts that cannot be moved or cleared overnight, and at present say they cannot give percentage of clearances in early-morning (7-9 a.m.) time specifically. But they repeat that they have assurances that these problems will be cleared up gradually—and that they have no thought but to launch newscasts Jan. 14 as originally planned.

B•T

NEW MEXICAN CLEARS • U. S.-Mexican broadcast agreement (NARBA bi-lateral) tentatively to be signed Jan. 16 in Mexico City, will contain two actual changes from provisions originally drafted in 1949. Mexico acquires 1-A (clear) status on 540 kc and clear status on 800 kc. These would necessitate changes for KFMB San Diego, which presumably will move to its old assignment on 550 kc, and KINY Juneau, Alaska, which has pick of several assignments in those wide-open spaces.

B•T

TREATY was negotiated with Mexican communications authorities by FCC Comr. Rosel H. Hyde, with concurrence of FCC and State Dept. Save for two new assignments, all other treaty provisions are reinstated and all other remaining controversies settled, bringing all North American nations within purview of NARBA. Comr. Hyde has been poised several times in two months for Mexico City trip, only to see dates postponed because of routine changes in Spanish-English translations.

INFLATED ESTIMATE • That figure of $100 million being bandied about as return to Treasury on 10% excise tax on television set sales may be sky-high. While Treasury will not release specific figures, lumping excise tax returns on radio, television, components and phonographs, gross figure for quarter ending last Sept. 30 was $26,602,000. While estimate may have been correct in last year or two, decline in sale of black and white consoles and emergence of portable set, with average cost in $100 area, has sharply reduced tv excises. Phenomenal developments of hi-fi and phonograph units made up substantial portion of excise field.

B•T

FLUSHED with last week's victory in appeals court (see story, page 44), FCC is set to take up multiple ownership rule liberalization today (Monday). Commission will not only have Broadcast Bureau and General Counsel's recommendations, but—for first time—report from FCC's network study staff. Just what position latter takes isn't known. Storer petition to reconsider its request for waiver of five vhf rule in order to acquire ch. 3 KSLM-TV Salem, Ore., also probably will be considered at same session.

B•T

DELAY EN ROUTE • Plan of Time Inc. to transfer Wayne Coy, president-general manager of KOB-AM-TV Albuquerque to Indianapolis as head of WFBM-AM-TV upon approval of transfer of Consolidated (Bitner) properties may be held up because of former FCC chairman's health. Mr. Coy suffered another slight heart seizure fortnight ago in Albuquerque after rigorous negotiations for Bitner properties.

B•T

TIME Inc. officials this week will decide on disposition of Albuquerque properties, offers for which have been received from number of organizations. Now licensee of three vhf stations, Time Inc. must sever one tv property with Bitner acquisition, to keep within multiple ownership regulations limiting vhf stations to five. It's expected KOB properties will go to highest bidder on all-cash basis, with bidding in area of $1.2 to $1.5 million.

B•T

EXTENDED TRANSACTIONS • Storer's interwoven transactions involving purchase of ch. 9 WMUR-TV Manchester, N. H., and sale of Storer-owned WAGA-AM-FM-TV Atlanta to Washington Post Co. were extended last week—so deadline for FCC approval for both transactions now runs to April 7. Contract with Manchester owners was up Jan. 7, with Storer having privilege of extending; this extension in turn automatically extended contract with Washington Post Co. Manchester situation scheduled to be reheard by Airspace Panel in New York Jan. 15.

Year after year...

Top programming . . . top personalities
. . . top-ratings keep WISH-TV on top
. . . the *dominant* station in Indianapolis

In 1957—as in years past—all Indianapolis
will keep its eye on WISH-TV . . . where
top-flight entertainment is an
every day, every hour occurence . . .

See the Bolling Company for Availabilities

CBS TELEVISION

WISH-TV
channel **8**

WISH-TV . . . STILL "Tops in Indianapolis"

at deadline

ASCAP HAS SCORE OF 24, BMI HAS 11 OF TOP TUNES ON RADIO-TV IN 1956

ASCAP had 24 and BMI 11 of 35 hit songs most played on radio and tv networks in 1956, according to analysis of top 35 as released Friday in Peatman annual survey by Office of Research Inc., New York. Of 35 most-played standards, ASCAP had at least 33, according to B•T check with BMI and ASCAP sources.

Here is Peatman list of 35 song hits with largest radio and television audiences in 1956 (Office of Research spokesmen explained that ranking is in descending order of times played on network radio-tv). Designation as ASCAP or BMI is based on checking by B•T with both ASCAP and BMI.

"I Could Have Danced All Night" (ASCAP), "On the Street Where You Live" (ASCAP), "Poor People of Paris" (ASCAP), "Lisbon Antigua" (ASCAP), "Standing on the Corner" (ASCAP).

Theme from "Three Penny Opera" (ASCAP), "Rock and Roll Waltz" (BMI), "Canadian Sunset" (BMI), "Hot Diggity" (ASCAP), "True Love" (ASCAP).

"I've Grown Accustomed to Your Face" (ASCAP), "Memories Are Made of This" (BMI), "Mr. Wonderful" (ASCAP), "Allegheny Moon" (ASCAP), "No Not Much" (ASCAP).

"Whatever Will Be Will Be" (ASCAP), "Sixteen Tons" (BMI), "Wayward Wind" (BMI), "Friendly Persuasion" (ASCAP), "Too Close for Comfort" (ASCAP).

"Great Pretender" (ASCAP), "Blue Suede Shoes" (BMI), "Love Me Tender" (BMI), "Band of Gold" (BMI), "Picnic" (ASCAP).

"Tender Trap" (ASCAP), "Tonight You Belong to Me" (ASCAP), "Just Walking in the Rain" (BMI), "How Little We Know" (ASCAP), "Happiness Street" (ASCAP).

"My Prayer" (ASCAP), "Ivory Tower" (ASCAP), "Hound Dog" (BMI). "Cindy Oh Cindy" (BMI), "Can You Find It in Your Heart" (ASCAP).

Following are standards, in descending order according to Peatman survey, most heard on radio-tv in 1956 (where BMI and ASCAP sources differed as to source of song, this difference is reflected by question mark.)

"Autumn Leaves" (ASCAP), "Tea for Two" (ASCAP), "Happy Birthday to You" (ASCAP), "Easter Parade" (ASCAP), "Just One of Those Things" (ASCAP).

"'S Wonderful" (ASCAP), "Tiger Rag" (ASCAP), "White Christmas" (ASCAP), "Alexander's Ragtime Band" (ASCAP), "My Blue Heaven" (ASCAP).

"I Got Rhythm" (ASCAP), "Winter Wonderland" (ASCAP), "In a Little Spanish Town" (ASCAP), "Santa Claus Is Coming to Town" (ASCAP), "Granada" (?).

"April in Paris" (ASCAP), "Tenderly" (ASCAP), "I've Got the World on a String" (ASCAP), "Stars and Stripes Forever" (?), "Star Dust" (ASCAP).

"Somebody Loves Me" (ASCAP), "From This Moment On" (ASCAP), "On the Sunny Side of the Street" (ASCAP), "Side by Side" (ASCAP), "When the Red Red Robin" (ASCAP).

"St. Louis Blue" (ASCAP), "Taking a Chance on Love" (ASCAP), "Birth of the Blues" (ASCAP), "September Song" (ASCAP), "Take Me Out to the Ball Game" (ASCAP).

"Twelfth Street Rag" (ASCAP), "God Bless America" (ASCAP), "You Do Something to Me" (ASCAP), "Ain't She Sweet" (ASCAP), "I've Got My Love to Keep Me Warm" (ASCAP).

Nestle Lines Up Network Tv, Spot Schedules for '57 Campaign

NESTLE Co., White Plains, N. Y., today (Mon.) announced details of 1957 advertising program, highlighted by sponsorship of six network tv programs on more than 300 CBS and NBC stations, and is reported to be based on "diversification technique" new to advertising and on scale "never before undertaken by a food manufacturer."

CBS-TV programs on behalf of various Nestle products are *Gale Storm Show, Lone Ranger, Garry Moore Show, Valiant Lady* and *Our Miss Brooks,* and NBC-TV show is *Blondie.* Supplementing network sponsorship will be intensive tv spot campaign in 55 markets and schedule of spot radio announcements. Entire plan was developed by Bryan Houston Inc. (Nescafe instant coffee); McCann-Erickson (chocolate products and Nestle's instant coffee) and Dancer-Fitzgerald-Sample (Decaf).

KERO-TV Going for $2.15 Million

AFTER over month of negotiations, Wrather-Alvarez Broadcasting Co., operator of KFMB-AM-TV San Diego, Calif., this week is expected to conclude contract with Gene DeYoung and associates for purchase of KERO-TV Bakersfield, Calif., for $2.15 million, subject to FCC approval. Mr. DeYoung will continue with KERO-TV under six-year, $250,000 management contract. Wrather-Alvarez is owned 39% each by Jack Wrather and Maria Helen Alvarez, and 22% by Edward Petry Co. Petry became KERO-TV representative, effective Jan. 2.

WICC-TV Slams Conn. Governor For Stand on Hartford Ch. 3

POSITION of Connecticut Gov. Abraham Ribicoff strongly urging retention of ch. 3 in Hartford met fire Friday of Manning Slater, vice president of WICC-TV Bridgeport (ch. 43), who charged in letter that governor placed himself "squarely in opposition" to deintermixture, while striking "direct blow" at "aspirations" of four operating uhf's and three uhf permittees in state. WICC-TV seeks FCC approval to add ch. 3 to Bridgeport as well as Providence, R. I.

Noting deintermixture "theory" has "unqualified endorsement" of Senate Commerce Committee and tentatively adopted by FCC "as the only possible way to insure that tv will become the servant of the community rather than the private province of the networks," Mr. Slater found governor's statement of "direct benefit" to Travelers Insurance Co. (owner of WTIC holding grant for ch. 3) but against uhf interests.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 35.

SPOT SPLURGE • American Tobacco Co. (Lucky Strike cigarettes), N. Y., buying eight-week spot announcement radio campaign starting Jan. 14 in more than 100 markets. BBDO, N. Y., is agency.

P & G PLANNING • Procter & Gamble (Crest toothpaste), Cincinnati, planning television spot announcement campaign to run on usual 'til forbid contract, starting Jan. 27. Benton & Bowles, N. Y., is agency.

TO BE SURE • Carter Products (Arrid men's deodorant), N. Y., planning 11-week radio spot announcement campaign starting Jan. 14 in top markets. Schedule will run about three announcements per week. Ted Bates & Co., N. Y., is agency.

EIGHT WEEKS FOR L & M • Liggett & Myers filter cigarettes preparing eight-week radio campaign to start sometime in February. Schedule will be saturation type with requests for availabilities including 6, 13, 24, and 36 announcements per week, running Mon. through Sat. Dancer-Fitzgerald-Sample, N. Y., is agency.

KNOUSE CONSIDERING • Knouse Foods, Peach Glen, Pa., considering radio campaign starting Jan. 28 for 13 weeks in approximately 12 markets. Agency: N. W. Ayer, N. Y.

VANILLA CAMPAIGN • American Home (Burnett's vanilla), N. Y., starting radio spot campaign week of Jan. 28 for 13 weeks in 24 markets. Company also scheduling additional spots for eight or nine weeks in six additional markets starting sometime in March. Geyer Adv., N. Y., is agency.

RAMBLER LIKES 'MONITOR' • Rambler Div., American Motors Corp., expected late February to place its largest single concentrated network participations order for individual program with NBC Radio. It's slated to purchase 20 participations per weekend on *Monitor* for 39 continuous weeks. Rambler has taken strong liking to NBC Radio's weekend service since last summer when it ran highly successful "test-run" campaign. Agency: Geyer Adv., N. Y.

BUY ON ABC • Bon Ami Co. (Jet spray and Bon Ami), N. Y., and Perkins Products Co., N. Y., General Foods Corp. subsidiary (Kool-Aid), to sponsor segments of ABC Radio's morning block. Bon Ami has purchased segments of *My True Story, When A Girl Marries* and *Whispering Streets* on varying schedule beginning Jan. 24. Perkins will start sponsorship May 27 of five segments weekly of *Breakfast Club.* Agencies: Ruthrauff & Ryan, N. Y., for Bon Ami, and Foote, Cone & Belding for Perkins.

MJ&A GETS NOXZEMA • MacManus, John & Adams, N. Y., appointed advertising agency for full line of Noxzema medicated shaving preparations.

The Meredith Stations Present:

Hottest TV Property

in **4 key cities** accounting for nearly **3 billion dollars*** of U. S. retail sales!

MGM
Feature Films

Feature films are altering the program pattern of TV, we need hardly remind you! MGM Feature Films — the biggest and best "package" in the feature field, are now an exclusive with Meredith stations in 4 of the "class" markets in the U.S. — all in the top 25%. Do your clients know about the opportunity presented by this unusual combination? Availabilities going fast! Get in touch with your Meredith representative as soon as you can for details.

DOLLAR VOLUME OF METROPOLITAN COUNTY AREAS
Estimates, 1955, for TOTAL RETAIL SALES

AREA AND STATE	RANK IN GROUP	TOTAL RETAIL SALES	PERCENT
Total for United States (260 Markets)		$132,669,192,000	100.000%
Kansas City, Missouri	15	1,360,225,000	1.025
Phoenix, Arizona	51	525,567,000	.396
Omaha, Nebraska	55	502,402,000	.378
Syracuse, New York	57	475,635,000	.358
Total four cities		$2,863,829,000*	2.158%

MEREDITH RADIO and TELEVISION STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

NBC Sets Up Godwin Award, Honors Late Washington Newsman

ESTABLISHMENT of Earl Godwin Memorial Award and award scholarship was announced Friday night by NBC President Robert W. Sarnoff in memory of newscaster who died at 75 in September after more than two decades of broadcasting from NBC, Washington. Award, consisting of six-months overseas news service with NBC, will be open to local radio station newsmen.

Award announcement highlighted dinner at Plaza Hotel, New York, concluding conference of nearly 100 news editors from NBC affiliated radio stations, and was part of special news program, *Forecast: '57,* on NBC Radio (also see story page 62). Award will go to newsman demonstrating "greatest degree of initiative, enterprise, judgment and professionalism in covering a news or feature story" for NBC Radio.

Earl Godwin Memorial Award Scholarship will aid man or woman selected to further journalistic studies at accredited school of journalism. Committee of judges for memorial award includes Herbert Bayard Swope, journalist and former editor of old *New York World;* Edward Barrett, dean, Columbia School of Journalism and former assistant secretary of state; Wayne Richardson of AP and president, Overseas Press Club; Ben Grant, president, National Press Club; Sol Taishoff, editor and publisher, B•T, and president, Sigma Delta Chi, honorary journalistic fraternity; H. V. Kaltenborn, NBC news commentator; Davidson Taylor, NBC vice president in charge of public affairs, and William R. McAndrew, NBC director of news.

Mr. Sarnoff said advertisers gave "greatest vote of confidence any network radio news operation has ever received" when they invested $4,250,000 to sponsor hourly five-minute newscasts which start on NBC Radio 17 times daily next Monday [Jan. 14].

Ownership Bill Up Again

BILL (HR 365) to amend Communications Act to forbid ownership by one person or firm of more tv stations than will cover 25% of U. S. population was introduced Thursday by Rep. Joseph P. O'Hara (R-Minn.), member of House Commerce Committee's Transportation & Communications Subcommittee in 84th Congress. Bill is identical to HR 10,524 introduced last year by Rep. O'Hara and which died in committee. It also is identical to S 3859, introduced by Sen. John W. Bricker (R-Ohio) in 84th Congress. O'Hara bill also would prohibit FCC from setting up numerical limitations on tv station ownership.

KVDO-TV Corpus Christi Sold

SALE of ch. 22 KVDO-TV Corpus Christi, Tex., by Gabriel Lazano and associates to group of local businessmen for approximately $200,000 reported Friday. Station, NBC affiliated, went on air in 1954, competes with two vhf outlets—ch. 6 KRIS-TV and ch. 10 KSIX-TV. Purchase is subject to usual FCC approval. Neither seller nor attorney for buying group would divulge names of buyers.

PACKAGE FOR SALE

YOUNG & RUBICAM, which made pilot for *Rob Roy* film series, is now offering series to package producers for original $50,000 investment. Offer includes 35 mm color print and 16 mm black-and-white pilot film plus 39 story lines, contracts for all players in series and studio space. Agency made offer to nearly dozen packagers.

No Room for Additional Tvs In Honolulu, KULA-TV Says

PROTEST filed Friday with FCC against Dec. 5 grant without hearing of Honolulu ch. 13 to Kaiser Hawaiian Village Television Inc. (Henry Kaiser interest) by ch. 4 KULA-TV also Honolulu. KULA-TV claimed Honolulu cannot support four television stations and that both KULA-TV and KONA (TV) are operating with heavy deficits ($161,000 current liabilities and $590,000 long term debts for KULA-TV and $473,142 for KONA). Pointing to FCC's 1955 financial data [B•T, Dec. 31, 1956], KULA-TV said Honolulu is much like Phoenix, Ariz., where four tv outlets suffered combined $450,000 loss. Even in Des Moines, better market, KULA-TV said, FCC's figures disclose overall loss where only three stations operating. If four tv stations operate in Honolulu, KULA-TV said, one of them will have to operate as independent, and non-network-affiliated tv outlets face rough going. KULA-TV, owned by Television Corp. of America (Zugsmith-Hogan-Oxarart interests) and ABC-TV affiliated, asked FCC to reconsider grant, schedule hearing to determine economic potential of Honolulu.

Papers Defend Radio-Tv Access

PRESIDENT of New York State Society of Newspaper Editors was on record Friday with protest against Gloversville (N. Y.) City Council's ban on broadcasting of its meetings (story, page 80). "This action deprives the electronic segment of the communications industry in Gloversville area from reporting the public's own business," said Charles King III, head of New York society and editor of *Utica Observer-Dispatch.* "Radio and television should have the same rights as newspapers and on an equal basis, in telling the story of municipal government."

UPCOMING

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, N. Y.

Jan. 11: Annual banquet, Federal Communications Bar Assn., Sheraton Park Hotel, Washington, D. C.

Jan. 15-18: ABC Radio & Television o&o meeting, Balmoral Hotel, Miami Beach.

Jan. 18-19: Board of Governors, ABC-TV Affiliates Assn., Balmoral Hotel, Miami Beach.

For other Upcomings see page 116

PEOPLE

STURGES DORRANCE, chairman, Brooks, Smith, French & Dorrance, N. Y., retired last week after 55 years in advertising. Mr. Dorrance has served as president of New York agency and chairman of parent organization in Detroit, New York and San Francisco for the past 23 years.

EDWARD J. CORBETT, vice president, Geyer Adv., Detroit, Friday appointed creative director of Detroit office, new assignment being made in move to integrate agency's creative services. Before coming to Geyer in 1953, Mr. Corbett was with Detroit offices of Maxon Inc., N. W. Ayer & Son and Campbell-Ewald.

THOMAS R. COX, DOUGLAS J. MURPHEY and **EDGAR B. VAN WINKLE,** account executives, Young & Rubicam, N. Y., named vice presidents, Sigurd S. Larmon, president, announced Friday. Mr. Cox joined agency in 1947 in traffic department; Mr. Murphey in 1954 as account executive and Mr. Van Winkle in 1953 also as account executive.

GEORGE L. KILLION, president of American President Lines Ltd. and one-time treasurer of Democratic National Committee, and **FRANK PACE JR.,** former Army secretary and since 1953 vice president and director of General Dynamics Corp., elected directors of Loew's Inc., filling vacancies created by recent resignations of Nicholas Schenck and Richard Crooks. Mr. Pace has resigned from board of Loew's Theatres to take new directorship. His successor: **GEORGE THEODORE BAKER,** chairman and president, National Airlines.

15% of Stations Are Short In Answering Gore Questions

SENATE Election Subcommittee Chairman Albert Gore (D-Tenn.) said Friday 660 am stations and 44 tv stations have not answered questionnaire sent last Nov. 23 asking for amounts spent with each station for political broadcasting time. Subcommittee originally mailed out 3,936 station questionnaires and answers had been filed by about 85% of stations as of last week, staff member said.

Sen. Gore said delinquent stations again are being notified, and added, following subcommittee meeting Friday, that group is "unanimous in hope that we will not have to use our subpoena power or even threaten to use it." Stations not filing replies by Dec. 7 deadline were notified again by letter Dec. 15.

In addition to ams and tvs, 173 fms of total of 567 sent questionnaires have not answered, staff member said, but added that subcommittee is not pressing fm stations for answer since early replies indicate most fms duplicate programming of am affiliates and payment is included in amount paid for am time.

Staff, which has made no compilations based on returns received up to now, reported it must make its final report to subcommittee by Jan. 15 to give time for issuance of final report by parent Senate Rules Committee by Jan. 31.

Weinbach Named ABC Legal Head

MORTIMER WEINBACH, vice president in charge of labor relations for ABC, named ABC vice president and general counsel, Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres, is announcing today (Mon.). Mr. Weinbach will succeed James Stabile, who has resigned to go to NBC (story, page 59).

the week in brief

MOVE TO FREE FILMS FOR TV

Republic Pictures hits right of musicians union to license tv showings and to grab heavy share of sales price. Suit challenges 5% royalty of AFM 33

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THREE NAMED NBC VPs

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ABC MEETINGS SET IN MIAMI

Network officers and managers of owned stations to hold Jan. 16-18 session. Board of Governors of ABC television affiliates will meet Jan. 19 60

NBC'S MOST SUCCESSFUL YEAR

Dollar sales at all-time high, 22% above previous year. Number of advertisers increased to 251. Color now shown on nightly basis; new facilities used 62

TELERADIO O&O's INCOME RISES

Station gross in 1956 exceeded previous year by $5.6 million, according to report by Chairman Thomas F. O'Neil. Radio stations up 12% over 1955 figure 66

A $25,000 TV STUDIO PROJECT

WSVA-TV Harrisonburg, Va., constructs office-studio building by combining ingenuity and do-it-yourself urge. Station now produces live programs 70

WABD (TV) HUNTS TIMEBUYERS

Interview program uses "hard sell" technique to tell agency people at home about station's merits 76

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Daniel Denenholz of Katz Agency finds lack of efficient communication between station and national rep. List of check points is offered 78

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departments

Advertisers & Agencies	35	For the Record	106	On All Accounts	30
At Deadline	7	Government	43	Open Mike	20
Awards	98	In Public Interest	95	Our Respects	28
Closed Circuit	5	In Review	17	Personnel Relations	64
Colorcasting	39	International	102	Programs & Promotion	103
Editorial	122	Lead Story	33	Ratings	38
Education	100	Manufacturing	93	Stations	66
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Broadcasting Publications Inc.

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AN INTERVIEW WITH CHOU EN-LAI

YEARS AGO, so the story goes, when Edward R. Murrow first took to the air as European correspondent for CBS (this was before there ever was such a thing as CBS News) he was given some sage advice: "When coming face-to-face with the Great or Near-Great," Murrow was told, "look at them as if they were dressed in nothing but underwear." That the formula obviously still works is attested to by Mr. Murrow's past discussions with South Africa's Johannes Strijodom, Egypt's Gamal Abdel Nasser, and, last week, Red China's Chou En-Lai.

Several weeks ago, Mr. Murrow arranged through the good offices of his friend, Burma's U Nu, to talk to Chou during the latter's "good-will visit" to Rangoon. Unlike the case of Nasser, who talked freely, but like that of Strijodom's, *See It Now* had to submit its questions in advance. Of 39 submitted, Chou answered 10 of the least significant (e.g. "Do you welcome U. S. correspondents in China?") in his most evasive manner. Though Chou reportedly speaks perfect English, he chose to deal through an interpreter who read off the lengthy replies in a manner akin to that of reading aloud the front page of *Pravda*. Chou, Mr. Murrow pointed out, was obviously not at his churlishly charming best, as he was during last year's Bandung Conference of small Asian neutral countries when he buttonholed delegates with a toothy smile and a worn copy of Dale Carnegie's *How to Win Friends and Influence People*. After the filmed interview, Mr. Murrow turned to the defense, as it were, by asking for comments from the Philippines' Gen. Carlos Romulo and Chiang-Kai-Shek's Ambassador to the U. N., Dr. T. F. Tsiang. Both did their utmost to spike the oft-quoted myth that eventually, China will turn on Big Brother in the Kremlin, but more significant than *that* exposure was the fact that television scored a clean beat over all rival news media, and that Mr. Murrow is still a reporter's reporter.

Special sustaining presentation on CBS-TV, Sun., Dec. 30, 11:15-12 midnight EST. Produced and edited by Edward R. Murrow and Fred W. Friendly; assoc. producer: Palmer Williams; asst. producer: Ed Jones; cameraman: Bill McClure; director: Don Hewitt; film editors: William Thompson, F. Howard O'Neill, Mili Lerner.

TRUTH OR CONSEQUENCES

TRUTH OR CONSEQUENCES is back on NBC-TV, people are wading through pools trying to catch goldfish with sieves, Ralph Edwards is in his heaven and all's right with this zany old electronic world.

For the show's daytime debut, Mr. Edwards introduced new m.c. Bob Barker, smiling replacement for Jack Bailey who has gone on to make other housewives happy on *Queen for a Day*, also an Edwards production. Mr. Barker seems to be the only new element. There's still the "Mr. (or Mrs.) Hush" feature which offers the world and its goods to whoever guesses the mystery voice's identity. There are still the nonsense riddle questions and the inevitable high hilarity of the penalties for missing. People still get a Sunbeam percolator—a perfect cup of coffee everytime—for going along with the gag. It seems as if the giggles and forced gaiety Mr. Edwards started 16 years ago will go on forever.

Production costs: $12,000 per show. Sustaining on NBC-TV, Mon.-Fri., 11:30-12 noon EST, originating from Hollywood.

Executive producer: Ralph Edwards; producer: Ed Bailey; asst. prod.: Charles Lyon; director: Bob Lehman; idea men: Bill Burch, Cal Howard, Jack Houston; announcer: Charles Lyon.

AT YEAR'S END—1956

THERE could hardly have been an idle hand at CBS News for the year's last weekend considering the size and scope of its programming on Sunday (Dec. 30). Network television once again lived up in full to its reputation as a purveyor of the hyperbole as CBS-TV dished out a three-hour block of news coverage, all devoted to 1956 headline events.

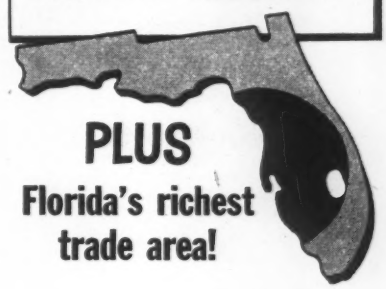
There were three separate programs. The first—concerning itself with the year's top stories in the areas of physical, social and biological sciences—was called *The New Frontier*, and covered such diverse topics as the advancement in supersonic space travel, the man-made earth satellite, the discovery of Taconite, tranquilizers and new polio vaccines. Surrounded by a bleacherful of representatives from the American Assn. for the Advancement of Science were reporters Ned Calmer, Bob Trout and Doug Edwards, who in turn called on the scientists and doctors for some personal observations in major scientific developments. As narrator of this program, Will Rogers Jr. gave every appearance of feeling as much out of place as, say, anthropologist Margaret Mead might have felt as femcee of CBS-TV's *Good Morning* program.

Hard on the heels of *Frontier* came Charles Collingwood and *The Big News of '56*, a thorough but loosely-jointed wrap-up of such news events as the *Andrea Doria* disaster and Grand Canyon aircrash, the southern integration problem, the Kelly-Rainier nuptials, de-Stalinization and the subsequent Polish and Hungarian revolts, to name but some. Our only reservation: the producers never could seem to make up their minds whether to handle the news chronologically or by news significance, with the result that the Cypriote muddle that began early in 1956 was crammed in between last autumn's Egyptian and Hungarian situations.

Last, but far from least, was the eighth annual *Years of Crisis* roundtable discussion by Edward R. Murrow and his "boys"—

Use the blanket coverage of WFLA-TV to sell it ALL!

America's 36th Retail Market-



PLUS Florida's richest trade area!

In the ten year period, 1945-55, the Tampa—St. Petersburg Metropolitan Market total retail sales increased 169% — Population 63% — Food Sales 166% — Automotive Sales 81% — and Drug Sales 64%.

WFLA-TV covers this vital, growing market — Florida's SECOND market — PLUS 30 counties packed with year 'round buying power from rocketing industrial and agricultural expansion.

Consult your BLAIR-TV man for top-rated availabilities on this sales powerhouse of Florida's West Coast — blanketing a rich sales area of 402,695 families and 330,000 TV Sets!

(Figures from SM Survey of Buying Power—1956)

wfla-tv channel 8 NBC
TAMPA ST PETERSBURG
NBC Basic INTERCONNECTED

National Representative—BLAIR-TV Inc.

In any of these 5 important markets . . . you talk to the big audiences with the "Storz Station!"

MINNEAPOLIS-ST. PAUL . . . with WDGY. It's very nearly unanimous. Hooper, Nielsen, Pulse *and* a host of Twin Cities advertisers agree: WDGY has the big audience for those big results! See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH. Now in its sixth year of first place dominance. Latest Hooper —47.7%. First on latest Pulse and latest Trendex, in all time periods. Contact ADAM YOUNG INC. or KOWH General Manager VIRGIL SHARPE.

KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen, first per Area Pulse, first per Metro Pulse. 87% renewal rate among Kansas City's biggest advertisers proves dynamic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

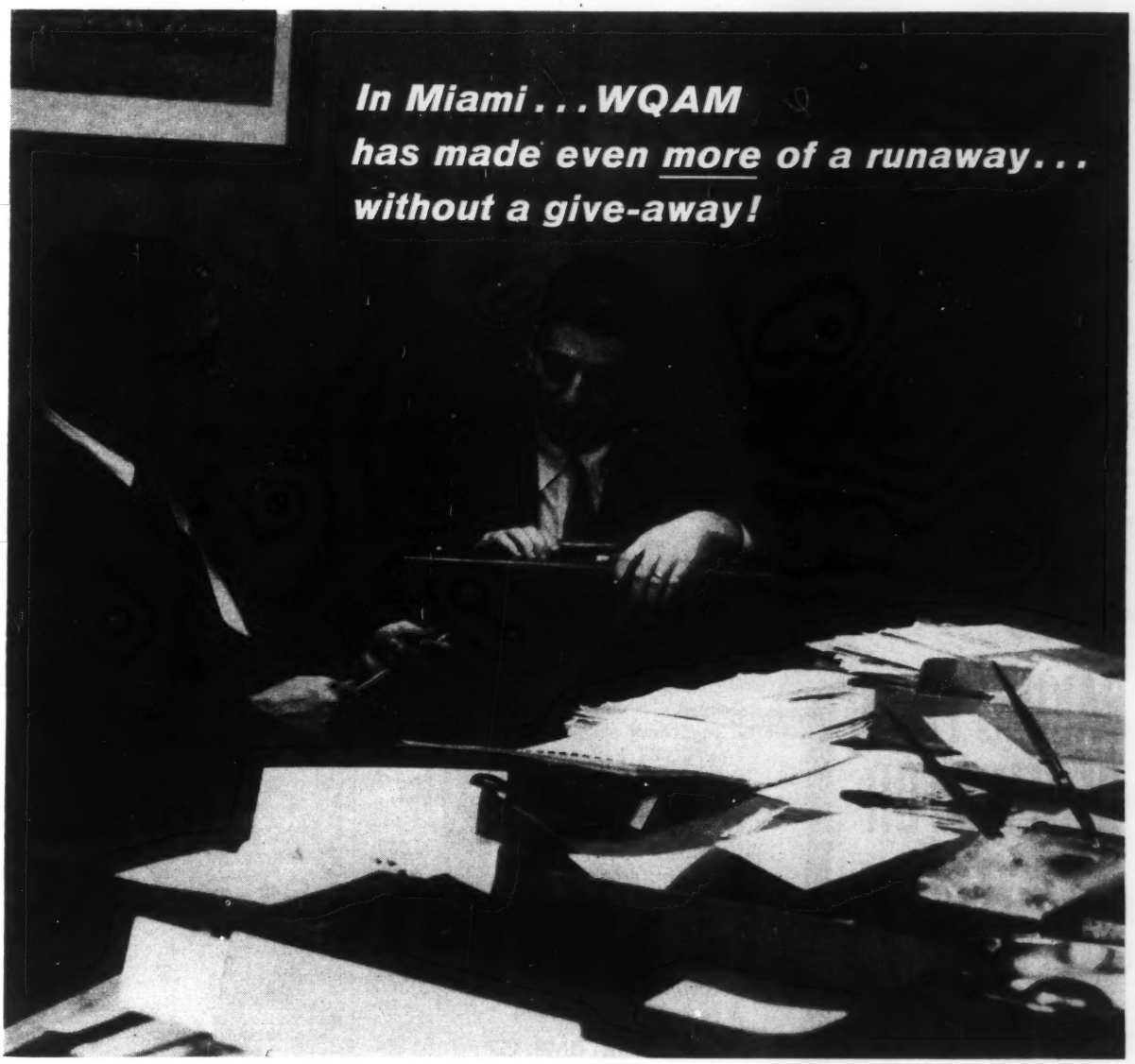
NEW ORLEANS . . . with WTIX. Still rocketing, still in first place, with increasing margins all the time, per latest Hooper. And wait 'til you see that newest Pulse. Ask Adam Young Inc., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM. It's happened! In less than 3 months of "Storz Station" programming, WQAM has leaped to first in the morning (26.6% average share . . .) afternoon (32.6%) . . . and all day! Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ
President



WQAM	**29.8%**
Station "A"	19.5%
Station "B"	16.3%
Station "C"	9.5%
Station "D"	6.4%
Station "E"	5.9%
Station "F"	4.7%
Station "G"	4.6%
Station "H"	1.5%
Station "I"	1.5%
Others	1.0%

** Hooper, Nov.-Dec., 1956*
7 a.m.-6 p.m., Mon.-Sat.

Newest Hooper* puts WQAM even further out front with 26.6% morning . . . 32.6% afternoon . . . 29.8% all day!

The force of Storz programming is dramatized by the swift, convincing change in Miami radio listening. WQAM leaped to first place after less than 3 months of Storz programming. Latest Hooper finds WQAM even further ahead. This has been accomplished without a single give-away, and without a single contest requiring participants to be tuned in . . . in order to win. Already a fine buy to begin with—WQAM is now *the* buy in Miami. Talk to the Blair man—or WQAM General Manager JACK SANDLER.

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ,
President

BAKING FIRM RENEWS FOR 7th YEAR!

Grosses $99,700,000 IN 1955

INTERSTATE BAKERIES, sponsor of Cisco in markets across the nation, states:

"The success of Cisco Kid is so outstanding it needs no further proof. Cisco has certainly sold a lot of bread and we are looking forward to continued increase of sales through this outstanding advertising vehicle."

Ask to see more success stories of THE WORLD'S GREATEST SALESMAN! "THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York Chicago Cincinnati Hollywood

IN REVIEW

CBS News' staff of foreign correspondents. Flown in specially for the occasion were Howard K. Smith (London), Richard C. Hottelet (Bonn), David Schoenbrun (Paris), Daniel Schorr (Moscow), Winston Burdett (Rome), Robert Pierpoint (Tokyo) and Eric Sevareid (Washington). All, save Sevareid, had spent the year traveling extensively around and through the globe's hot spots, and thus were superbly equipped to analyze the news in depth with both intelligence and wit. Led on by Mr. Murrow, the "team" reviewed the past year's happenings, gauged the past, present and future course of world events, found us closer to peace than war (Moscow's Schorr abstaining), and occasionally, displayed a keen interpretative sense of history, as in the case of Mr. Smith, who felt that (to twist Wellington's dictum on Waterloo) the battle for Suez was *lost* on the playing fields of Eton.

The New Frontier: *Sun., Dec. 30, 3-4 p.m. EST. Producer: Michael Sklar; director: Mel Ferber; writers: Robert Allison and Nell King; featuring: Will Rogers Jr., Doug Edwards, Robert Trout and Ned Calmer.*

The Big News of '56: *Sun., Dec. 30, 4-5 p.m. EST. Executive producer: David Zellmer; director: Ted Marvel; writers: Jack Casserley and Phil Lewis; featuring: Charles Collingwood.*

Years of Crisis: *Sun., Dec. 30, 5-6 p.m. EST. Executive producer: John Day; supervisors: David Zellmer and Robert Skedgell; director: Don Hewitt; featuring: Edward R. Murrow, Eric Sevareid, Howard K. Smith, David Schoenbrun, Winston Burdett, Richard C. Hottelet, Daniel Schorr, Robert Pierpoint.*

AIR TIME '57

PEACETIME appeals in behalf of Armed Services often are depressing, as are radio and tv shows plugging the forces. But Vaughn Monroe and a team of competent designers and musicians don't seem to suffer any such handicap on *Air Time '57*.

Mr. Monroe, Elliott Lawrence and his men, and guests Buddy Hackett and Dorothy Collins are all performers of considerable charm. The format of the opening half hour of *Air Time '57* gave them scope enough to sell their wares as well as the Air Force Reserve. Director Hal Davis' camera treatment of instruments and musicians was tasteful, with only one exception: the drumbeat mood at the opening of "Temptation" was upset by the horn-rim spectacled face of a scholarly-looking drummer. But in the long view, Mr. Davis' direction must be put down as one of the show's strong points. Another appealing note of the premiere was Mr. Monroe's closing medley of old songs.

Production costs: Approximately $7,500.

Telecast on ABC-TV Dec. 27, 10-10:30 p.m. EST.

Producer: Allan Stanley; director: Hal Davis; writer: Harvey Orkin.

OPEN MIKE

Can You Top This?

EDITOR:

Maybe the biggest laugh at the NBC Convention in Miami Beach was over Harry Bannister's remark about NBC returning to Florida so it could break into the top ten, as the story in your Dec. 24 issue goes. But certainly running it a close second for laughs was the reply of the old colored attendant in the men's room at the Americana, who said each time he sadly refused a tip, "Compliments of the National Broadcasting Company."

Harold Essex, V. P. & Gen. Mgr.
WSJS-AM-TV Winston-Salem, N. C.

The Old Is News

EDITOR:

What with recent FCC decisions and Congressional investigations, it occurs to me that some of your subscribers (both new ones and those with short memories) might get a kick out of the Sid Hix cartoon in your June 3, 1946 issue (page 14).

Dave Mackey
Pennsylvania State U.
University Park, Pa.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Senator, the networks are demanding equal time!"

NABET Takes Exception

EDITOR:

In its Dec. 24 issue, B•T editorially attacked NABET [National Assn. of Broadcast Employes & Technicians] with a blast entitled, "Union or Goon Gang?"

The same issue which carried the anti-NABET editorial printed a story involving NABET's strike against WKBN-AM-TV Youngstown [Ohio]. Key elements of that story were either untrue or misleading and one-sided, deliberately or otherwise.

For example, B•T said IBEW [International Brotherhood of Electrical Workers] employes were honoring NABET picket lines. The truth is that IBEW was on strike itself against the stations on the day the alleged beatings took place. B•T said the court order covers attempts to coerce advertisers. The truth is that Judge Doyle's temporary restraining order contained voluntary removal of advertising.

[B•T] declined to report the following: that Judge Doyle's order specifically stated that the station's management and its non-striking employes must drive their vehicles

THIS IS OUR OPENING ANNOUNCEMENT...

THE newly formed Health Insurance Institute has just opened its doors at 488 Madison Avenue, New York. It has been established as a central source of information for the public by the insurance companies of the nation who write health insurance policies.

The need for some such centralized source of information springs from the amazing growth of voluntary health insurance in recent years. A single example will serve to document this mid-century phenomenon.

In 1946, just ten years ago, only about 14 million Americans were protected by *any* of the four types of health insurance—hospital, surgical, medical, or loss-of-income—written by insurance companies. By mid '56, figures show that 60 million people have hospital protection, 57 million surgical protection, 25 million protection against medical expenses, and 30 million have loss-of-income insurance . . . all covered by insurance companies.

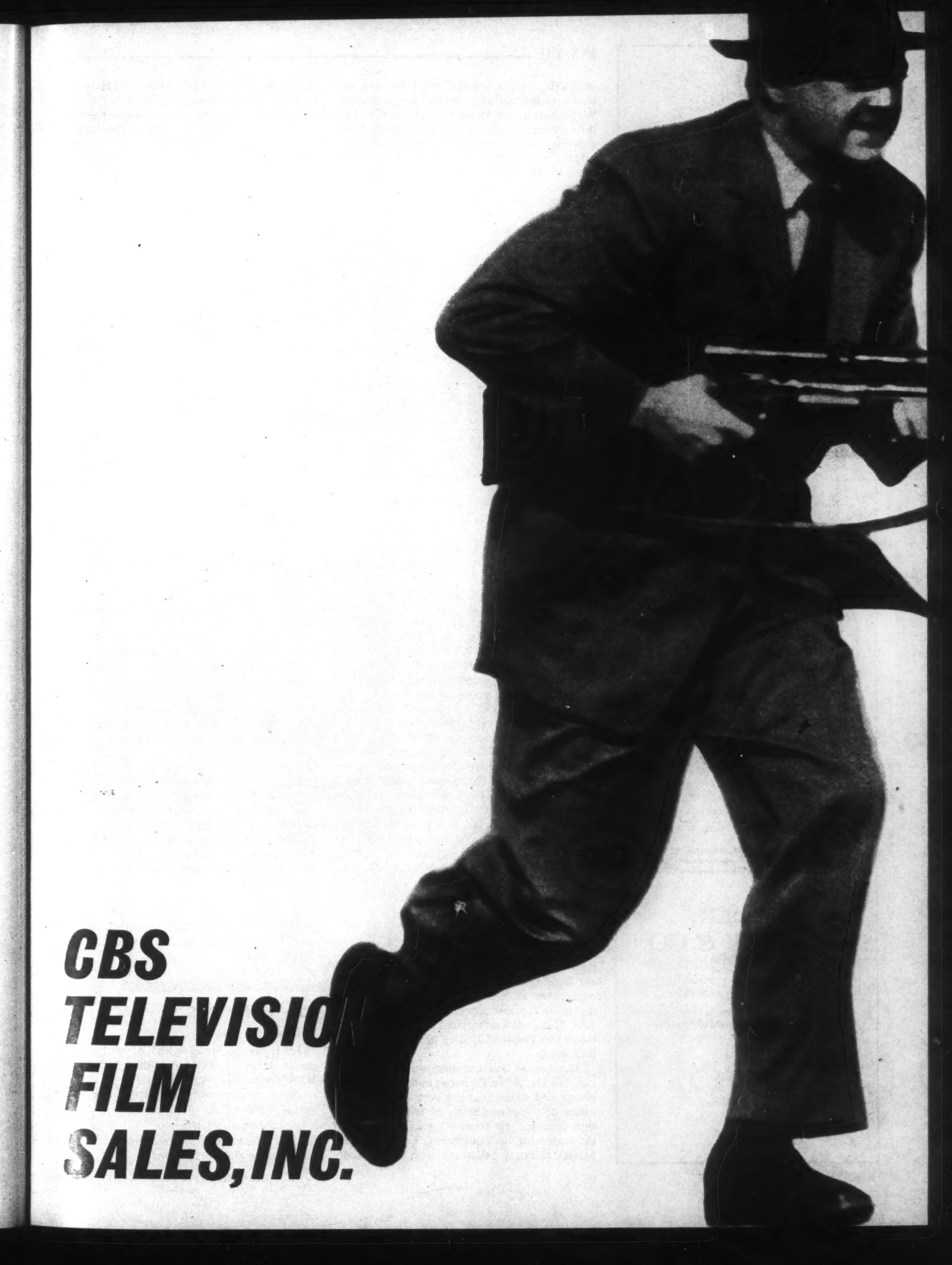
This is a big story, a dramatic story, reflecting the determination of the American people to help protect themselves against the expenses and financial losses incurred through illness and injury. Because insurance companies have played such an important part in this story, we hope to interpret their role not only in the striking advances that have been made, but in the equally exciting progress ahead.

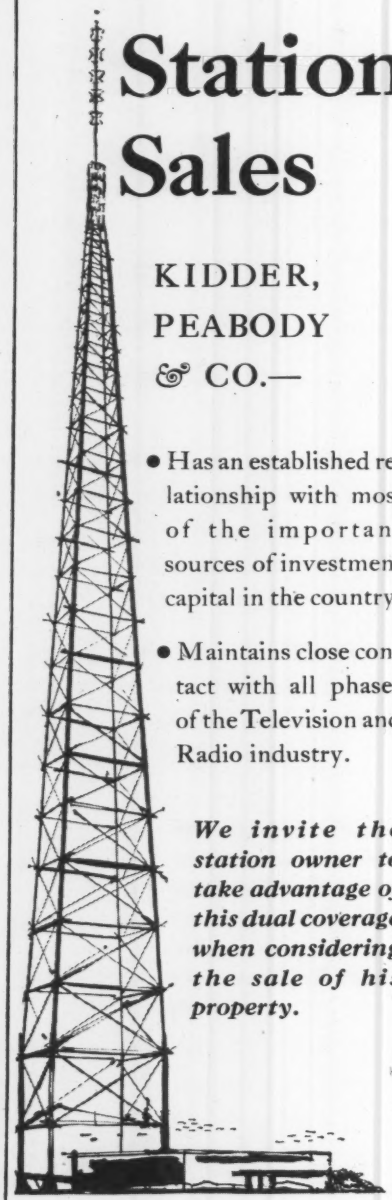
THE HEALTH INSURANCE INSTITUTE

488 MADISON AVENUE NEW YORK 22, NEW YORK

WHIRLYBIRDS

Fasten your seat belts! The new adventure series, "Whirlybirds," is off to the fastest take-off in all television: 85 markets sold after only 6 weeks on the market! Advertisers like Continental Oil (47 markets), Laura Scudder Foods (16 markets), Nabisco (8 markets) are set for immediate start. "Whirlybirds" is the dramatic story of aviation's most amazing aircraft—'copters—and of the men who fly them. Now available: 39 adventure-packed half-hours, produced for CBS Television Film Sales by Desilu Productions, creators of some of television's biggest hits. High-flying "Whirlybirds" will bring in solid sales returns. Act fast for the best choice of remaining markets. For a briefing, contact CBS Television Film Sales, Inc.—New York, Chicago, Boston, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd.


CBS
TELEVISION
FILM
SALES, INC.



Station Sales

KIDDER, PEABODY & CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER, PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

at a safe rate of speed when they seek entrance to the station property. It was Messrs. Williamson's and Wilson's reckless speeding through the legally constituted picket lines, exposing union members to possible serious injury or fatality, which led to the fight Dec. 15. B•T did not state that the company is specifically prohibited from interfering with the lawful picketing of its property and the B•T story makes no mention of the fact that the company was ordered to post $500 bond whereas the union and the individuals involved were not ordered to post bonds.

Even more serious, B•T's news story ignored the fact that no NABET employe or striker was involved in the so-called beating of Williamson and Wilson—a fact which was reported by the press in Youngstown.

George W. Smith, International Pres.
NABET AFL-CIO-CLC

[EDITOR'S NOTE: The identity of the persons who attacked and beat WKBN-AM-TV President-General Manager Warren P. Williamson Jr. and Farm Director Stu Wilson is not known, except that they were situated in picket lines at the stations. B•T's story did not identify them as union members, and its editorial specifically stated "Whether the attackers were members of, hired by or merely sympathetic to NABET is not known." The editorial went on to say "The violence occurred on a NABET picket line, and NABET must be held responsible." B•T holds to that contention.]

Background from WTVR (TV)

EDITOR:

The story "Buying from RCA Doesn't Help Gain NBC-TV Tie, Figures Show," published in your issue of Dec. 17, 1956, stated in part,

"The subcommittee [House Antitrust (Celler)] asked this information as a follow-up to allegations by Wilbur M. Havens of WTVR (TV) Richmond, Va., that NBC switched its affiliation from WTVR to WXEX-TV Petersburg, Va., after WXEX-TV decided to buy RCA equipment instead of DuMont equipment before going on the air."

In May of 1956 I appeared before the Senate [Commerce] Committee, after receiving an invitation to do so from Sen. Magnuson. I have never appeared before the Celler Committee. In the course of my statement before the Senate Committee I stated that the WTVR television affiliation contract had been cancelled without NBC giving any reason for doing so and that it was the feeling of our company that this action was taken as a reprisal for our independence in refusing to clear every NBC television and radio program and for our insistence upon a rate increase which we deserved because of our new facilities and investment. I also said, "There may have been an additional reason."

I asked the question, "Was it a coincidence that WXEX cancelled its $500,000 order for DuMont equipment and purchased RCA equipment at $750,000 just before obtaining its affiliation agreement with NBC?" I said, "I do not know, but I feel this committee or the Dept. of Justice or the FCC could find out."

The reason the question was raised was because Dr. Allen DuMont called me on the phone and stated that the very day the story broke of the cancellation of WTVR's affiliation contract, he received a cancellation of the order for his equipment. Later Dr. DuMont's attorney called me with substantially the same information, and still later Dr. DuMont's sales representative for this area visited my office and told me the same story.

What concerns me now is the effect articles such as the one mentioned herein have upon our business with advertising agencies. I know from evidence already introduced at the NBC Celler hearings that several agencies through misunderstanding have removed our station from their schedules, apparently under the impression that we did not fulfill our contract with NBC, when as a matter of fact we did. We carried every NBC show until 3:00 a.m. June 1, 1955, when the contract expired, in accordance with the terms of the contract.

Wilbur M. Havens, Pres.
WTVR (TV) Richmond, Va.

Paul Kesten

EDITOR:

Paul Kesten's passing [B•T, Dec. 10, 1956] deserves more than passing mention.

In the early days of radio, you will recall when most of us were selling "the blue sky," Paul dared to ask the question others feared to ask: Can radio sell merchandise?

He was confident of the answer of the first MIT studies.

And next, throwing all caution to the wind, he dared ask another question: Is radio advertising equal to or superior to printed advertising?

If any man made possible radio's commercial development, the name of Paul Kesten is at the top of the list.

But he did more than that. When NBC became *the* network because it was there "fustest with the mostest" powerful stations, and CBS had to take the then low-powered stations, he was not dismayed by the failure of others, or the dominance of sheer power. He set a program philosophy that made CBS possible, that ABC employs so well today. "Nobody," said Paul, "listens to a watt. They listen to a program. Let's make ours good and better."

I don't know how you go about etching epitaphs for people like Paul Kesten. There are many today who have found careers, and markets, because Paul Kesten found answers to questions he himself asked. There are perhaps many today who never even heard his name before. But it's implicit in every rate card published, and in every survey made.

I'm certain that to whichever Elysian Field he has been assigned, Paul is now busy making his heavenly measurements, too busy to look back over his shoulder at mere earthly things.

Ed Kirby
Washington, D. C.

BTA in for ROS

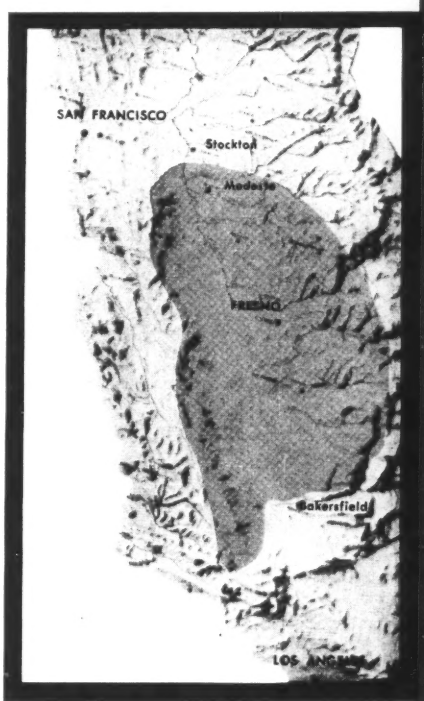
EDITOR:

Idea. In this mad whirl of words, how about dropping ROS (run of schedule) for BTA (best time available).

Now, another word for "spot" and we've got it whipped!

Morton J. Wagner
Executive Vice President
The Bartell Stations

Watching the only channel they can get



No need for a survey here. This prosperous rancher, his neighbors and thousands more families who live in the foothills and mountains of Central California watch KFRE-TV. It's the only channel they can get!

The powerful KFRE-TV signal reaches above and beyond the mountains to bring these families for the first time the television programs their friends in the Valley have been enjoying for years.

KFRE-TV is the only station that covers the rich San Joaquin Valley and families who live in the one-third of Central California containing the nation's most rugged and beautiful mountains. It's your most productive television buy.

KFRE-TV

FRESNO CBS **12**

Paul R. Bartlett, President Ed Frech, Manager Bob Klein, Sales Manager

BLAIR-TV

Long, Tall,

You meet all kinds of people in this wonderful advertising-merchandising world of ours. All kinds of people with all kinds of problems—some simple, some complex—but regardless of the problem and regardless of the person beset with the problem, the Hollingbery man can help. He knows markets. He knows how to reach people in those markets. His mission is more than just to "sell" Radio and Television time.

New York • Chicago • Los Angeles • Atlanta

, Short or Fat

He is geared to help you whether you are *LONG, TALL, SHORT, OR FAT.* So call him. You will find it pays.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations in "Top" Markets Throughout the Country

San Francisco • Seattle • Detroit

NORTH SOUTH EAST OR WEST

• "The reception is wonderful and I just can't express the thrills we have because you are affiliated with CBS."
BLUEFIELD, WEST VIRGINIA

• ". . . .You are certainly putting a beautiful picture down here."
RANDLEMAN, NORTH CAROLINA

• "I thought maybe you would like to know that I am getting a perfect picture, and we're 96 miles from the city limits of Roanoke."
WAYNESBORO, VIRGINIA

• "Your picture by far exceeds any we have ever had here."
RUPERT, WEST VIRGINIA

• "The reception is real good. We live 100 miles from Roanoke."
ADKINS, VIRGINIA

• "Your signal here is excellent."
HIGH POINT, NORTH CAROLINA

CBS AFFILIATE

TOP POWER
316,000 Watts

TOP ELEVATION
2000 feet above average terrain—
3936 feet above sea level

Ask Peters, Griffin, Woodward!

WDBJ-tv
Channel 7
CBS
ROANOKE, VA.
Owned and operated by the *Times-World Corp.*

Peters, Griffin, Woodward, Inc.
National Representatives

our respects

to HUGH KENDALL BOICE JR.

THE concepts underlying the successful operation of WEMP Milwaukee since Hugh Boice became general manager 10 years ago are music, news and sports—but not the typical format in independent programming evidenced the past few years. Popular, familiar music is the watchword of WEMP, with a balanced mixture of the "top 40" tunes and old standards geared for the "mature" audience, complemented by community identification in news and aggressive promotion.

Mr. Boice, now vice president as well as general manager of the 5 kw outlet, also is high on local news and low on the concept of newsmen as "second class" citizens in local station operation. As a result, he's considering a news expansion.

As networks underwent readjustment, Mr. Boice believes sports became a kind of franchise worth having and gave the local station a character it could not otherwise have assumed with music and news alone. As a result, WEMP has been active in sports play-by-play for the past 16 years, including coverage of major Milwaukee area sports events.

At 46, Hugh Boice has made varied contributions to an industry served by his father (a pioneer network executive and CBS vice president from 1930 to 1938). The younger Boice has given his services on such activities as those of the Radio Standards of Practice, NARTB district directorship and Wisconsin Broadcasters Assn.

Hugh Kendall Boice Jr. was born in LaGrange, Ill., Dec. 15, 1910. After attending Deerfield Township High School in his home state, he moved at the age of 14 to Little Silver, N. J., and later Wallingford, Conn. He graduated from Princeton U. in 1933 with a Bachelor of Science degree after earning five major athletic letters and working his way through school.

After graduation, young Boice worked for American Can Co.'s sales department for a year and joined Benton & Bowles in 1934. He was employed initially in the agency's media copy department and later in radio, numbering among his production assists the *Palmolive Theatre* and *Maxwell House Showboat*. Eighteen months later, he was appointed national sales manager of WNEW New York. From 1938-40 he was on the staff of Free & Peters Inc., station representative firm. (While in New York he also was associated briefly with Trans-American Broadcasting & Television, another station representation firm.)

Mr. Boice returned to the Midwest in 1941, joining the staff of WMBD Peoria, Ill., as national sales manager. Successively, he became commercial manager and assistant to the president and general manager.

At WMBD he worked with Edgar Bill, another broadcasting veteran. And Mr. Boice is quick to credit Mr. Bill with teaching him the ropes of station management.

On May 1, 1946, Mr. Boice was appointed general manager of WEMP. He became assistant to the president of Milwaukee Broadcasting Co. six months later and was elected a stockholder in March 1953 and vice president of the licensee corporation the following September.

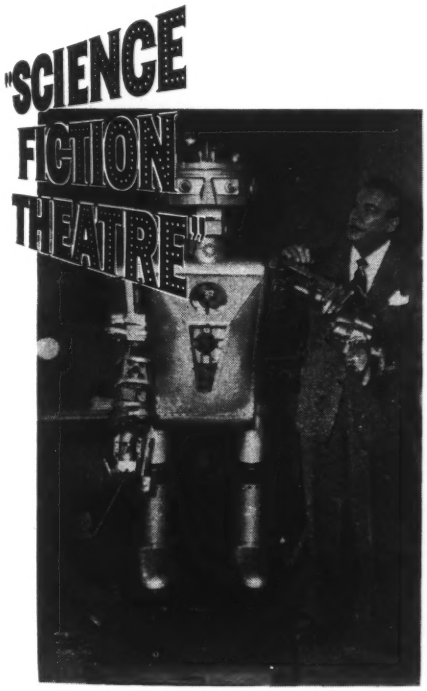
Recently WEMP was cited by Mathisson & Assoc., Milwaukee agency, as one of two stations doing the best promotional job for 1956 Milwaukee Braves baseball broadcasts, sponsored on WEMP (and WTMJ) by Miller Brewing Co. and Clark Oil & Refining Co.

Another milestone at WEMP under Mr. Boice was the move last March from 710 N. Plankinton to the station's new executive offices and recording studios in the city's Equitable Bldg.

Mr. Boice has held various positions with NARTB committees and in local community groups. He was NARTB Dist. 9 director and active in Radio Standards of Practice Committee work in 1954-55 as well as chairman of NARTB's Sales Managers Committee 1944-45. This past summer, he was elected president of Wisconsin Broadcasters Assn. He also has been active in such local groups as Assn. of Commerce, Kiwanis Club, Travelers' Aid Assn. and in charity and fund drives. He is a member and past president of the Princeton Club of Wisconsin.

Mr. Boice married the former Jean Fennell and they have two children—Kendall, 14, and Peter 15. His hobbies are golf, hunting, fishing—and the Milwaukee Braves and Green Bay Packers. He belongs to the Milwaukee Athletic Club. Mr. Boice and his family live in suburban Whitefish Bay.

ADVERTISERS GET BIG TIME RESULTS WITH WFAA-TV!



Viewers may find it hard to pinpoint *science* from *fiction* in the popular "Science Fiction Theatre" (now in its second year on WFAA-TV), but not so with the sponsor. There's no fiction when it comes to the results Continental Oil Company and its dealers in the greater Dallas-Fort Worth market have witnessed. New stations . . . new sales impetus . . . new customers every week attest to a big, big audience of Saturday night viewers to this outstanding series.

WFAA-TV

CHANNEL 8 DALLAS

NBC - ABC

Covering 564,080 North Texas Television Homes

Call your **PETRYMAN** for availabilities, market data, and complete coverage information. It's the way to BIG-TIME RESULTS!

WKHM's
CASS KAID

Gives FIRST AID to
JACKSON Advertisers!

Cass Kaid's a sure-cure
for a sales sag in Jackson!
This Disk Jockey favorite
brings rosy cheeked smiles
all the while from all
of his consistent advertisers.

WKHM's
CASS KAID

The SMILE on The DIAL

Cass Kaid's a household word in Jackson
. . . young or old, they love him!
NOBODY even comes close to his rating,
he tops them all by 3 to 1.

WKHM's
CASS KAID

Has the GIFT to put
a LIFT in sales!

. . . and what Cass doesn't sell, WKHM's
other outstanding NEWS and SPORTS
programs do! In the home or out . . . morning,
noon, night . . . 7 days a week, it's WKHM.

WKHM Jackson, Mich.

Fred A. Knorr, *President* • John O. Gilbert, *Managing Director*

Represented by Headley-Reed

save up to 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

KNORR Broadcasting Corp. Affiliate

IRVING ASHER

film maker

A RARE MAN in Hollywood is the producer who can sell a new television series without a pilot film.

Irving Asher, executive in charge of production for TCF Television Inc., 20th Century-Fox subsidiary, is that rare man. He hasn't needed one and he doesn't believe in pilots. Quality of product over a period of time and a solid background of experience in the entertainment business rank high over any one-shot pilot film on Mr. Asher's list. He has proved it.

TCF-TV's *20th Century-Fox Hour* on CBS-TV for General Electric Co. was sold without a pilot as was *My Friend Flicka* on the same network for Colgate-Palmolive Co. and this season's *Broken Arrow* on ABC-TV for alternate sponsors GE and Miles Labs. Now, TCF-TV under Mr. Asher's supervision is preparing four new series for National Telefilm Assoc. under a new tie-up between NTA and the Hollywood movie major, arranged two months ago [B•T, Nov. 5, 1956]. Mr. Asher has three more tv series in the works just for good measure and "to beat the law of averages," he says.

The television audience is "far more vocal than the movie audience," Mr. Asher notes, "because, I guess, the program is in the home." For this reason he feels tv shows will never attempt themes found controversial or borderline in feature films. "Sponsors are just too sensitive, too," he says.

Born Sept. 16, 1903, at San Francisco, Irving Asher started in the movie business right after graduation from Los Angeles High School in 1919. He joined Warner Bros. and learned every facet of the movie-making business, becoming a production manager in 1923. In the early 1930's he switched to Universal where he met and married Laura La Plante, the studio's top star. They have two children: Jill, 20, and Tony, 17. Just before World War II he built new London facilities for Warners.

After Far East duty with the U. S. Army during the war, Mr. Asher was a producer with MGM and later Paramount before going to 20th Century-Fox and TCF-TV.

His only avocation: watching tv.

The old gamecock keeps winning!

1956
NIELSEN
Shows

WSPA

holds leadership over 30 competitive stations in Spartanburg-Greenville Piedmont area.

NCS CIRCULATION IN ONE OF THE NATION'S TOP MARKETS

	DAYTIME (Weekly)	NIGHTTIME (Weekly)
WSPA	85,990	47,350
Station B	73,920	41,420
Station C	55,310	Off at night
Station D	28,960	13,149
Station E	22,150	15,640
Station F	21,930	16,290

WSPA Serves 21 Counties in the Thickly Populated Carolina Piedmont Section—252,710 Radio Homes.

WSPA Holds Its Vast Audience Despite Competition from 6 Tv Stations, 13 New Radio Stations in Area Since '52 Nielsen

CBS

WSPA-AM 950-KC **WSPA-FM 98.9-MC**

ROGER SHAFFER MANAGER

WSPA-TV CHANNEL **7**
CBS for the Spartanburg-Greenville Area

SPARTAN RADIOCASTING CO.
WALTER BROWN Pres.

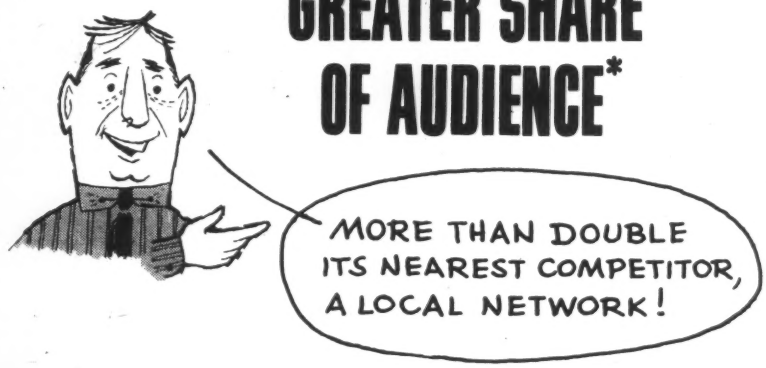
REPRESENTED NATIONALLY BY—GEO. P. HOLLINGBERY

WPTF...

A Better Buy Than Ever!

MORE LISTENERS*

GREATER SHARE OF AUDIENCE*



BIGGER MARKET*

Population	3,065,600	Gen. Merchandise	$304,263,000
Households	746,740	Apparel Sales	$124,228,000
Spendable Income	$3,304,021,000	Home Furn. Sales	$138,186,000
Retail Sales	$2,355,862,000	Automotive Sales	$517,228,000
Food Sales	$530,006,000	Gas Station Sales	$206,042,000
Drug Sales	$63,459,000	Farm Population	1,208,500
		Gross Farm Income	$1,002,864,000

*Area Pulse Covering 32 Counties
SRDS — November, 1956

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

BROADCASTING
TELECASTING

Vol. 52, No. 1 **JANUARY 7, 1957**

PUSH IS ON TO FREE FILMS FOR TV

- **Republic challenges Petrillo-AFM hold on feature movies**
- **Antitrust suit against union asks $6 million in damages**
- **Success would be first break in clearing post-'48 product**

NEW IMPETUS for speeding release of the movie capital's feature product to television, including films made since 1948, was seen in Hollywood last week, as Republic Pictures Corp. challenged in federal court the right of the American Federation of Musicians to "license" the tv exhibition of old movies and to bite off such a big hunk of the dollar when the films are sold to the electronic medium.

Although Republic officials refused to speculate on the possible outcome or significance of the major studio's $6 million treble damage antitrust suit against James C. Petrillo and AFM, they were candid in admitting that the time had finally come for someone to take a stand against what have often been described as Mr. Petrillo's dictatorial policies.

At issue is the 5% royalty AFM collects on the gross earned when a movie is sold to tv plus the $25 to $75 per man paid for the original musicians playing in the films, all of which goes to the Musicians Performance Trust Fund and none to the individual musician who performed. This policy, and others of Mr. Petrillo, also have prompted multi-million dollar damage suits against AFM by insurgent members of the union's Hollywood Local 47 [B•T, Dec. 3, Nov. 26, 1956].

Republic Pictures Corp. filed its complaint Wednesday in the U. S. District Court at Los Angeles on behalf of itself and two subsidiary firms, Republic Productions Inc. and Hollywood Television Service Inc. The latter distributes films to tv. In addition to AFM and Mr. Petrillo, the complaint names as defendants Samuel R. Rosenbaum, the trust fund trustee, and AFM International Executive Board members C. L. Bagley, Leo Cluesmann, Harry J. Steeper, Herman D. Kenin, George V. Clancy, Stanley Ballard, William J. Harris and W. M. Murdoch.

Should Republic be successful in breaking the industry-wide contract with AFM on release of movies to tv, observers feel the economic differential would spur producers to tap even deeper the tv market potential.

They also note that should the court rule that the musician once paid for his original work has no further right in a property owned by the studio or distributor, this legal precedent could establish a basis for the major producers to settle their negotiations with the various other creative guilds in Hollywood which have faced the Motion Picture Producers Assn. with demands for substantial hunks of any income from the eventual release of post-1948 films to tv.

These negotiations, between MPPA for the major studios and representatives of the Screen Actors Guild, the Screen Directors Guild and Screen Writers Branch of the Writers Guild of America West, began just after Labor Day and have been held intermittently since then. These talks stem from the provision in the guilds' motion picture contracts with the studios in 1948 which specifically said that if and when such films were released to tv new negotiations would be required on extra compensation for such right. No such condition was attached to the pre-1948 contracts and all the unions except AFM abandoned any claims to tv money from features made before Aug. 1, 1948, the cutoff date.

A court ruling favoring Republic also was seen smashing any claims which the innumerable craft guilds and unions might press for extra pay from tv release. There have been frequent rumbles in Hollywood that these groups also would like to get in on the tv windfall if the traffic would bear it and their bargaining position were strong enough.

Republic's court history in controversy over the release of old films to tv brings an optimistic view for its AFM contest. William Saal, executive assistant to President Herbert J. Yates, explained that Republic won both suits brought by Roy Rogers and Gene Autry for extra pay when the cowboys' old features were packaged for tv and that the courts ruled that television was a form of theatrical exhibition. He said Mr. Rogers brought the first suit over 81 westerns and Mr. Autry followed on his pictures, but Republic's position was upheld in actions taken as far as the U. S. Supreme Court.

Mr. Yates, commenting on the suit against AFM, said "it is no longer possible for Republic to sustain the illegal and intolerable conditions which AFM has forced upon it in connection with our marketing our pictures on television and it has therefore become necessary for us to appeal to the federal court for relief."

On the other hand, should Republic's suit fail, Hollywood observers speculated

JAMES CAESAR PETRILLO

ALREADY UNDER ATTACK FROM AFM MEMBERS, HE FACES NEW ADVERSARY

FEATURE FILM FORTUNE TOLD

IT is highly possible that each of the three television networks will be programming feature films in prime time during the 1957-58 season, according to John Mitchell, vice president in charge of sales for Screen Gems, New York.

Mr. Mitchell voiced this opinion last week at a news conference in New York on Screen Gems' plans for 1957. He claimed that feature films may well replace "high-budget" live dramatic shows that have been staple programming on the networks over the past five years, asserting that such shows have not held their ratings and advertisers are considering feature films of "top quality" as substitutes. Screen Gems distributes the pre-1948 features of its parent company, Columbia Pictures, and is also active in the tv film program field.

For 1957-58, Mr. Michell said, Screen Gems is producing pilots for 18 new series and believes that "at least nine" will go on the air next fall. The company has invested more than $1 million in the production and planning of the pilots for the new series, he added. Among the projected series, some of which had been announced earlier, are: *Here Comes the Showboat, The Shape, The Face and the Brain, The Book of Books* (based on dramas from the Bible), *Dr. Mike, Casey Jones, Shore Leave, Ivanhoe, Danger Is My Business, Western Ranch Party, Johnny Wildlife, Johnny Nighthawk, Clipper Ship, University Award Theatre, The Leathernecks, Standing Room Only*, and *You Can't Take It with You.*

Mr. Mitchell replied to a question on Screen Gems' intention to enter the tv station field by saying the company did not plan to acquire interest in outlets through so-called "barter deals." He said Screen Gems would invest money in stations and obtain either part or full ownership. Mr. Mitchell reported that Robert Salk, who recently was named to head station operations for Screen Gems currently is examining "all propositions" but said the company has not yet been involved in any specific negotiation.

that this action by a major studio, coupled with the legal complaints of the rebel musicians within AFM Local 47, might serve as further stimulus for some sort of a new legislative leash on Mr. Petrillo's music policies in the radio-tv, phonograph recording and movie fields. A House labor subcommittee, which held an investigation of the dispute at Local 47 last year, already has recommended that Congress take legislative steps to protect union members in the trust fund dispute with Mr. Petrillo. Such congressional interest would not be the AFM president's first brush with Capitol Hill.

The Republic complaint, filed by the Los Angeles law firm of Loeb & Loeb, charged that the major film studio and its two subsidiaries "were coerced and compelled by economic necessity to execute" agreements with AFM and had such agreements not been made "the plaintiffs would not have been able . . . to employ or obtain the services of professional musicians, would thus have been unable to produce any motion pictures, continue in the business of producing or distributing motion pictures, or distribute and license motion pictures for exhibition on or by television."

Republic charged that the agreements it was "forced" to sign, plus the ensuing trust fund policies of AFM, have enabled Mr. Petrillo and his union "to restrain, monopolize, control and dominate interstate commerce and trade in the distribution and licensing of motion pictures for exhibition on tv." Further, Republic claimed, "by means of such restraint" and "domination," AFM has been able to compel "all other producers and distributors similarly situated to pay large sums of money to the [AFM] trust fund."

The suit charged that the trust fund policies have enabled the defendant AFM officials "to continue and perpetuate their domination and control of the federation and its members, of the professional music business and industry in the U. S., and of the distribution and licensing of motion pictures for exhibition on or by television."

Republic said that to date it has paid $826,810.99 into the AFM trust fund and its last payment of $50,789.27 was in February 1956. Republic claimed it has been injured in business and property and sustained damages of not less than $2 million.

Republic has released some 500 features to television, virtually all of its pre-1948 product. Since 1935 the studio has made a total of 890 pictures.

The antitrust complaint charges that "some time prior to 1946—and continuing to the present time the defendants combined, conspired and agreed to restrain, monopolize and attempt to monopolize interstate trade and commerce in the distribution and licensing of motion pictures for exhibition on television." The suit held that Republic and virtually all other producers and distributors have been restrained from putting their movies into the tv market "except with the consent of, and upon such terms and conditions as may be required or imposed by" Mr. Petrillo and the AFM.

The complaint recalled that about April 1, 1946, AFM made a collective bargaining agreement with the major movie producers which provided that no movie or movie sound track would get television exposure without the prior consent of AFM. All subsequent agreements included this provision, it was noted, with the result "it was and is impossible and impractical to distribute or license or sell or otherwise dispose of any of said motion pictures for exhibition on or by television without the consent of the defendants."

Republic charged that it repeatedly and frequently asked for the tv release rights from AFM and could not obtain consent until about May 1951 when the trust fund 5% royalty policy and a so-called television film labor agreement was made. This tv film pact called for the musicians to make a new sound track for each film released to television. But when this was acknowledged to be impractical, another agreement was made, in September 1952, whereby the original musicians would receive $25 to $75 each for television pay and the original sound track would be retained and used. This agreement has been renewed through January 1958. Republic charged, however, that AFM in mid-1955 "required" the studio to agree to an amendment to the agreement whereby the money due the individual musician would be paid to the trust fund instead.

The complaint noted that Republic in making movies does not have the choice of professional musicians other than AFM members and in particular Local 47 members. Republic said it cannot employ any musician except upon such terms and conditions as AFM "may impose or agree to."

The complaint observed that the trust fund money is dispersed by AFM to musicians all over the U. S. generally, and even to non-member musicians, although "only about 1% of its members have been or are regularly employed in the motion picture industry."

COURT RULING ON TRUST AGREEMENTS SOUGHT BY MUSIC PERFORMANCE GROUP

AS AN OUTGROWTH of suits filed against the American Federation of Musicians with respect to trust funds (see story, page 33), the Music Performance Trust Funds of the Recording Industries last week applied to the Supreme Court of the State of New York for a declaratory judgment on "the validity and effectiveness" of the trust agreements.

Samuel R. Rosenbaum, trustee of the Music Performance Trust Funds, filed the complaint through his attorneys, Satterlee, Warfield & Stephens, New York, naming as defendants a group of musicians who perform for records and films, a group of producers of both records and films, and the American Federation of Musicians, among others. The complaint noted that the defendants were named "in order to present an issue to the court, but this does not imply an issue with the defendants, but only as to the trust agreement itself."

All of the trust agreements, the complaint asserted, contain a provision that "this agreement and the trust created thereunder shall be governed, construed and regulated in all respects by the laws of the State of New York" and "all payments and other communications from each first party to the trustee shall be made to the trustee at his office in New York."

Mr. Rosenbaum referred to action started in California by a group of musicians there who asked the court to rule that the trust agreements are not valid and that monies paid into the trust funds should now be paid to the musicians who actually perform for

the phonograph records and for films. He continued:

"I therefore deem it my duty as trustee to apply to the courts of the State of New York for a ruling that the trust agreements are valid and effective, as my office is in New York and the laws of the State of New York must govern the construction of the trust agreements. I therefore have instructed my counsel to apply on my behalf as trustee for a declaratory judgment in order to avoid the confusion, uncertainty and irredeemable damage to the trusts which might otherwise arise and to guide me in the continuance of public services required by the trust agreements."

Among others named as defendants in the complaint were CBS Inc., RCA, RKO Teleradio Pictures Inc., Loew's Inc., Republic Pictures, Allied Artists Pictures Corp., National Telefilm Assoc., Associated Artists Productions Inc., Atlantic Television Corp., C&C Television Corp., Flamingo Films, Walt Disney Productions, United Artists Corp., Decca Records, Mercury Records, Dot Records, Simon & Schuster and Bell Records.

Mr. Rosenbaum declared that several thousand corporations and individuals who are producers of phonograph records and producers or distributors of television films or theatrical motion pictures have, since 1948, entered into trust agreements with Mr. Rosenbaum as trustee. The agreements, he said, created the trust funds, which he has designated as the music performance trust funds of the recording industries, and added:

"While they were created as a result of collective bargaining between the producers and the American Federation of Musicians, as a condition of employment of its members for such product, the trust funds are independently administered by a trustee, designated by the signatories.

"The trust funds are devoted to a rendering of a music public service distributed by a percentage system geographically all over the United States and Canada. The performers must work to be paid and when they play in projects arranged by the trustee, they are paid for their services at local union wage scales, as they would be by any other employer. The trustee gives employment, where possible, to non-union as well as to union performers."

ADVERTISERS & AGENCIES

North Plans to Double Use of Spot Tv in '57

NORTH ADV. Inc., Chicago, expects to boost its spot tv pace in 1957 by at least 100% on behalf of three of its clients—the Toni Co., Lanvin Parfums Inc. and Englander Co.—according to estimates contained in the agency's yearend report released Wednesday.

North reported an approximate 33% acceleration in its billing rate since it initially assumed the Toni Co. accounts (Toni, Tip-Toni, Tonette, Silver Curl home permanents, Deep Magic cleansing lotion and spin curlers) 13 months ago. These products were a nucleus of formation for the agency in December 1955. Bulk of these products represented about $7.5 million in overall billings lost to North by Weiss & Geller, which itself has reported a successful year, with estimated $12.3 million in revenue [B•T, Dec. 31, 1956].

The agency, headed by Don P. Nathanson as president and Cyrus H. Nathan as executive vice president, noted that it ranked 30th among all agencies in national billings during 1956 (with an estimated $9 million in radio-tv outlays accounting for about 80% of all billings, confirming figures in B•T's fifth annual agency survey, published Dec. 3, 1956). North this past year also acquired Toni Co.'s Prom home permanent account from Leo Burnett Co.

A "conservative" estimate of $1 million in spot tv for present clients during 1957 was given for North by Richard Page, media director. For 1956 North attained tv spot billings of $400,000 (with nothing in radio) and combined radio-tv network billings of $8.6 million ($7.6 in tv). It also was revealed North is shopping for network properties for both Lanvin Parfums and Englander Co., heretofore leading spot advertisers. North also said that in recent months it has been using "both network and spot radio to extend the mass and frequency of its tv impressions."

Mr. Nathanson anticipates another one-third increase in billings this year. Along with staff expansion and perhaps other new accounts, plus heavier use of broadcast media, North is expected to introduce, on behalf of Toni Co., two new brands with "national potential"—Adorn hair spray and

DENTIFRICES IN PHILADELPHIA TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product and Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Gleem (Compton)	11	3	14⅓	205
2.	Ipana (Doherty, Clifford ,Steers & Shenfield)	7	2	10	186
3.	Colgate (Ted Bates)	7	1	7⅔	115
4.	Crest (Benton & Bowles)	7	2	8⅔	90
5.	Brisk (William Esty)	4	1	4½	55
6.	Pepsodent (Foote, Cone & Belding)	1	1	1	24
7.	Dr. Lyons's Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	1	5

PHILADELPHIA (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Gleem (Compton)	11	3	14⅓	240
2.	Ipana (Doherty, Clifford, Steers & Shenfield)	7	2	10	224
3.	Colgate (Ted Bates)	7	2	10⅔	178
4.	Crest (Benton & Bowles)	7	2	8⅔	73
5.	Brisk (William Esty)	4	1	4½	50
6.	Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	7	33
7.	Pepsodent (Foote, Cone & Belding)	1	1	1	16

In the above summary, the monitoring occurred the week ending Nov. 16, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Sof-ning conditioning lotion, both now in the developmental stage.

Additionally, besides new broadcast media plans for Lanvin (Arpege, My Sin products), the Englander Co. is expected to extend advertising and promotion activities in 1957. North itself is planning to move to larger quarters in Chicago's Merchandise Mart.

U. S. Population 169.6 Million, Up 2.8 Million, Census Reports

POPULATION of the U. S., including the Armed Forces overseas, as of Jan. 1, 1957, has been estimated at 169.6 million by the Census Bureau. This represents an increase of 2.8 million people in one year, with metropolitan population growing at four times the rate of other sections.

The civilian population of 168 standard metropolitan areas was estimated at 96.2 million, up from 83.8 million in 1950. The population of other sections is an estimated 68.1 million, compared to 65.8 million in 1950.

The South continues to lead four major regions in natural population increase and in export of population. The West leads in substantial gains due to natural increase and immigration. The largest net gain in population was shown in the north central region.

Women were found to outnumber men, 84.7 to 83.4 million, a ratio of 100 women to 98.4 men. Estimates by color show 149.8 million white and 18.3 million nonwhite persons. About 14.4 million persons are 65 years old or over. Children under five years number 18.7 million. School and college enrollment has gone up 1.6 million per year since October 1953, the bureau found.

A larger proportion of suburbanites are married than is the case with city or country adults, the bureau reported. Six out of 10 families own their homes, an increase of 5 million since 1950. The total number of households was estimated at 48.8 million in April 1956. The bureau cited earlier figures showing three of four households had tv sets last February and added: "Christmas 1956 doubtless raised this."

SPOT REVIEW:

KLEENEX ASKS PUBLIC TO MIND 'MANNERS'

TRICK photography was put to use recently by Kimberly-Clark Corp. in preparation of commercials currently being shown on its Perry Como and Danny Thomas shows—thanks to efforts of its agency, Foote, Cone & Belding, and Cascade Film Studios in Hollywood.

Key character is a butler named "Manners," portrayed by Actor Richard Cutting, who demonstrates the use of Kleenex table napkins. Actually six feet in height, Mr. Cutting is made to appear two feet tall in the commercials through utilization of oversized props.

The commercials are designed to

impress upon American families that Kleenex table napkins are proper for every occasion, according to Eugene A. Olson, marketing manager for Kimberly-Clark. "We think the way in which 'Manners' demonstrates this in the commercials will be most effective, and his height will add dramatic emphasis."

Long Illness Fatal to Sloman, Head of Mumm, Mullay & Nichols

MICHAEL H. SLOMAN, former chairman of Mumm, Mullay & Nichols advertising agency, Columbus, Ohio, died Dec. 31 in a Columbus hospital following a long illness.

Mr. Sloman started his career in advertising and public relations with the U. S. Dept. of Information in World War I and after service with various firms joined Mumm, Mullay & Nichols as chairman in 1954. He is survived by his wife, two sons, two daughters, and 10 grandchildren.

Bristow Heads BBDO Cleveland

JACK M. BRISTOW, vice president and account supervisor in BBDO's Cleveland office, Friday was named office manager, succeeding Elmore E. Haring, who retired Dec. 31, after 22 years with the agency, 11 of them in the Cleveland office. With BBDO since 1948, and before that in the advertising department of Firestone Tire & Rubber Co., Mr. Bristow was formerly with BBDO's Buffalo office, serving as account supervisor on Easy Washing Machine Corp., BarcaLounger Daystrom furniture and the Wildroot Co.

Davis, Markey Join H&J Agency

CHARLES V. DAVIS, manager of the Los Angeles office of Barnes Chase Advertising, and John R. Markey, San Francisco manager and new business director for the same firm, have joined Hixson & Jorgensen Advertising, Los Angeles, in the food and package account group.

Mr. Davis for many years was associated with Sunkist Growers of California and also was with the Leo Burnett agency.

Mr. Markey has been in the food and package goods field in Canada, the British Isles and the United States and was at one time merchandising director for the Roy Durstine agency.

Fox Retires, Prell Elected To Head South Bend Agency

RETIREMENT of Horace W. Fox as president of Lamport, Fox, Prell & Dolk Inc. advertising agency, South Bend, Ind., and the

MR. PRELL MR. FOX

election of Carl F. Prell to succeed him was announced last week by the agency. Mr. Fox's retirement was effective Jan. 2.

Mr. Fox had been president of the agency since 1945 and joined the company in 1918 as an account executive. Mr. Prell joined LFP&D in 1919 and became vice president in 1929.

Other officers elected Jan. 2 were Irvin S. Dolk, formerly secretary-treasurer, who was named vice president-treasurer, and Alfred J. Denniston, named secretary.

Nestle to Co-Sponsor 'Blondie'

NESTLE CO. (Nescafe, Decaf), White Plains, N. Y., through Bryan Houston, N. Y., has signed as alternate sponsor of NBC-TV's new *Blondie* series that began last week. The other sponsor is the Toni Div. (Bobbi Pin-Curl permanent and Pamper shampoo), Gillette Co., through Tatham-Laird, Chicago.

AL BUFFINGTON (r), associate radio-tv director for Dan Miner Co., Los Angeles, explains the fine points of Santa Fe wine to Herb Johnson, Mercury-International film producer, and Colleen Drake, talent in Santa Fe spots now being filmed for tv. DiGiorgio Wine Co., distillers of Santa Fe, has increased its 1957 advertising budget and will make a pitch slanted toward the daytime women's audience. The spots will start on the West Coast in early 1957.

THE COMMERCIAL'S TWO-WAY STREET

DR. ERNEST DICHTER

THE interesting possibility that a commercial may drive away more customers than it attracts was raised by Dr. Ernest Dichter, president of the Institute of Motivational Research, in an address before the eastern conference of the American Assn. of Advertising Agencies in New York. His remarks bear repeating; here is a condensation.

MOST tv testing, as it has been practiced up to now, seems to have proceeded on the following premise: television commercials, or radio commercials for that matter, represent a stimulus; the viewer is exposed to this stimulus, something registers in his mind. This registration has been researched in terms of the attention that was aroused, the recognition that was created, the recall that was brought about.

All these approaches assume that the process of viewing is a *one-way* street, where the audience represents passive and captive subjects; in one way or another these techniques try to measure the depth of the groove made by the stimulus represented by different types of tv commercials.

Our experience, and what really happens in the living rooms in front of the tv screens of America, challenges this assumption because it violates everything we know in modern psychology about how perceptive processes truly take place.

Perception is not a one-way street, but a *two-way continuous interchange between stimulus and response.*

In the course of this perceptive process, which is an interchange between the stimulus and the respondent, something happens that modifies the basic structure of the tv commercial, that adds to, subtracts from, multiplies elements of the commercial. Studying these *patterns of distortion,* these *motivating response patterns,* is the key to understanding the real communication process between today's commercial and today's viewer.

As a matter of fact, our experience in the tea study was a dramatic example of a case study where the *higher* the recognition and recall the *worse* the effect on sales. In that case, as you may recall, skillful and creative pictures and copy dramatized the fact that "when you are feeling tense or jittery, drink tea." The ad testing that went beyond recognition and recall probed for the motivating response patterns to these ads, revealed that they were reinforcing the very stereotype conceptions that were limiting tea sales, reinforcing the concept of limited occasions of use, reinforcing the feeling that tea was not an everyday drink for average normal healthy Americans.

Creative practical application of these findings has helped to create an 11% industry sales advance in its first year.

We have found these four major dimensions to consumer response patterns—interaction, integration, inter-relation, activation.

Interaction

We need to measure not the groove a commercial has made in the mind of a passive respondent, but the number and the types of interactions that have taken place between the viewer and the commercial. Those commercials that leave the viewer passive, that do not get him emotionally involved, are generally least effective.

Without this two-way communication, the commercial is very much like a blind-folded man talking to a gagged audience. He cannot see their reaction to what he is saying, and they cannot tell him how they feel.

Our study of Saran Wrap found response to many earlier commercials being blocked by overlooking the problem in the minds of many viewers who had bought a roll of Saran Wrap, tried it, and found some difficulties in its manipulation and use. Saran Wrap immediately changed its commercials to anticipate the viewers' reaction, to read her mind as they were talking, and then to explain why it was worth taking the time to learn how to handle the wrap. The result: a barrier to communication and interaction between the consumer and the commercial was broken.

Integration

A commercial does not consist of loosely linked separate items of themes, it represents a totality of its own. It creates a total impression. Too much current testing involves a microscopic analysis of detailed elements of a commercial, but totally fails to study the total impression which even more frequently nowadays is all that is left in the mind or the feeling of the viewer.

We found both the dimensions of interaction and integration expressed in an interesting way in our study of Ry-Krisp. At the time of the study, both the ads and packaging showed slim young people and stressed the low calorie content of Ry-Krisp, but the response pattern was not to the logical content of the ad or the package. The consumer looked at the ad and the package and still perceived a total impression that they were not talking to his kind of person—they were talking to "fat ladies." And not just fat ladies in general, but the most rejected kind of fat lady image—the kind most women least wish to identify with.

Once we understood these real response patterns, we recognized the need to search for new symbols to create a new image and a new identification for Ry-Krisp. We found these buried in associations of consumers with eating a Ry-Krisp type of cracker in Swedish restaurants when they had gone out for a Smorgasbord treat. Probing revealed that Sweden and Smorgasbord suggested healthy, vital, young people, skiing outdoors in fresh air and sunshine, really enjoying living. Developing verbal and non-verbal symbols, promoting Ry-Krisp as the "Smorgasbord treat" cracker in both advertising and packaging produced a new response pattern and a new sharply upward sales curve, first in test markets and then on a national scale.

Inter-relation

You, the advertiser, or the agency, tend to look at *one* commercial, in close focus. Most testing does the same. But the viewer doesn't see one commercial, he sees one hundred; he perceives your commercial within the framework of four inter-relations. He sees your commercial in relation to (a) the program in which it is placed, (b) in relation to your other brand commercials; he perceives not an individual commercial but your commercial campaign, (c) in relation to other commercials for the same product, and (d) in relation to other commercials in the past few months in that media.

The first commercial of the new campaign requires different consideration than commercials scheduled for the middle or end of a campaign. Such factors as fatigue, the negative effects of repetition, the positive effects of familiarity, the study of what can almost be called a viewer "etiquette," a set of viewer expectations of commercials for different types of products, needs to be taken into consideration.

Activation

Of course, the final concern of everyone active in the field of tv programs, particularly in tv commercials, is whether a commercial helps sell or not, whether it evokes response patterns that lead towards a purchase motivation. Our studies have revealed that purchase action has to be preceded by a sequence of small steps leading from the commercial towards the purchase, a process of activation that, often, either is or is not started in the very process of watching the commercial.

Testing whether a commercial evokes a rehearsal in the mind of the viewer in one form or another either of the use or actual purchase of the product is, of course, the most direct and most desirable goal and measure of the true and final effectiveness of a tv commercial.

LATEST RATINGS

ARB

TOP 10 TV SHOWS (DEC. 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating	Viewers (000)
1.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	49.0	44,150
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	45.8	45,980
3.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	41.7	32,640
4.	You Bet Your Life	DeSoto	BBDO	NBC	155	Thurs., 8-8:30	38.4	
5.	Perry Como	Gold Seal Kimberly-Clarke Noxema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin-Paus Kenyon & Eckhardt Sullivan, Stauffer Colwell & Bayles	NBC	128	Sat., 8-9	36.8	36,810
6.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	Sun., 10:30-11	36.6	
7.	Jack Benny	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	35.8	35,580
8.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	35.2	
9.	Disneyland	American Motors Derby Foods	Geyer and Brooke, Smith, French & Dorrance McCann-Erickson	ABC	176	Wed., 7:30-8:30	35.1	31,570
10.	I've Got a Secret Jackie Gleason Lawrence Welk People Are Funny Lassie	R. J. Reynolds P. Lorillard Bulova Dodge Div. of Chrysler R. J. Reynolds Toni Campbell Soup Co.	William Esty Lennen & Newell McCann-Erickson Grant Adv. Wm. Esty North Adv. BBDO	CBS CBS ABC NBC	180 170 193 140 85	Wed., 9:30-10 Sat., 8-9 Sat., 9-10 Sun., 7:30-8 Sun., 7-7:30	35.0	31,430 34,050 31,730 31,710 31,430

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PULSE

TOP 20 REGULARLY SCHEDULED ONCE-A-WEEK SHOWS

(Oct.-Nov.)

Rank	Program	Sponsor	Agency	Network	No. of Stations Nov.	No. of Stations Oct.	Day & Time	Rating Nov.	Rating Oct.
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	165	Sun., 8-9	39.7	40.4
2.	Producer's Showcase	RCA, RCA Whirlpool Buick	Kenyon & Eckhardt Kudner	NBC	94		Mon., 8-9:30	35.3	
3.	Groucho Marx	DeSoto	BBDO	NBC	155	155	Thurs., 8-8:30	34.3	29.5
4.	$64,000 Question	Revlon	BBDO	CBS	175	175	Tues., 10-10:30	32.5	32.8
5.	Phil Silvers	R. J. Reynolds Amana Refrigeration	William Esty Maury, Lee & Marshall	CBS	165	165	Tues., 8-8:30	30.1	25.6
6.	I Love Lucy	General Foods Procter & Gamble	Young & Rubicam Grey	CBS	160	160	Mon., 9-9:30	29.6	38.7
7.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding SSC&B Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	128		Sat., 8-9	29.4	
8.	Climax	Chrysler	McCann-Erickson	CBS	153	155	Thurs., 8:30-9:30	29.2	29.3
9.	G. E. Theatre	General Electric	BBDO	CBS	148	148	Sun., 9-9:30	27.8	28.9
10.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	170	Sat., 8-9	27.7	30.5
11.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	110	Sun., 9:30-10	27.2	30.1
12.	Robert Montgomery Presents	S. C. Johnson Schick	Needham, Louis & Brorby Warwick & Legler	NBC	101		Mon., 9:30-10:30	27.0	
13.	Jane Wyman	Procter & Gamble	Compton	NBC	132	132	Tues., 9-9:30	26.6	27.9
14.	Caesar's Hour	Quaker Oats Babo Knomark Wesson Oil Carter Products	Needham, Louis & Brorby Dancer-Fitzgerald-Sample Emil Mogul Fitzgerald Adv. SSC&B	NBC	128		Sat., 9-10	26.4	
15.	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	170	170	Sat., 10-10:30	26.4	25.8
16.	Your Hit Parade	Richard Hudnut	BBDO	NBC	175	175	Sat., 10:30-11	25.8	24.7
17.	Playhouse 90	Philip Morris American Gas Assn. Ronson Bristol-Myers Singer Sewing	Leo Burnett Lennen & Newell Norman, Craig & Kummel BBDO Young & Rubicam	CBS	188	188	Thurs., 9:30-11	25.8	25.1
18.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	111	Sun., 10:30-11	25.3	25.9
19.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	161	161	Thurs., 8:30-9	25.1	24.8
20.	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Ewald McCann-Erickson	ABC	180	180	Wed., 7:30-8:30	24.4	24.4

TOP 10 REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

Rank	Program	Sponsor	Agency	Network	No. of Stations Nov.	No. of Stations Oct.	Day & Time	Rating Nov.	Rating Oct.
1.	Mickey Mouse Club	segmented sponsors and various agencies		ABC	94	94	Mon.-Fri., 5-6	17.0	15.6
2.	NBC News	participating sponsors and agencies		NBC	116		Mon.-Fri., 7:45-8	10.9	
3.	Queen For A Queen	multi-sponsored and various agencies		NBC	132	132	Mon.-Fri., 4:30-5	10.2	9.4
4.	Arthur Godfrey	participating sponsors and agencies		CBS	99	99	Mon.-Thurs., 10-11:30	9.5	8.9
5.	Eddie Fisher	Coca-Cola Planters	McCann-Erickson Lynn-Fieldhouse	NBC	107		Wed., Fri., 7:30-45	9.2	
6.	Art Linkletter	participating sponsors and agencies		CBS	105	105	Mon.-Fri., 2:30-3	8.9	8.2
7.	Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	8.8	9.0
8.	CBS-TV News						Mon.-Fri.	8.7	
9.	Search For Tomorrow	Procter & Gamble	Leo Burnett	CBS	125	125	Mon.-Fri., 4-4:15	8.6	9.2
10.	Love of Life	American Home Products	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-30	8.5	8.7

Fromherz Dies on New Year's Day

FUNERAL SERVICES were held on Friday in Barrington, Ill., for Gene E. Fromherz, 53, media director of Aubrey, Finlay, Marley & Hodgson, Chicago. He died New Year's Day in St. Theresa's Hospital, Waukegan, Ill., after a brief illness.

Mr. Fromherz formerly was associated with the old Blackett-Sample-Hummert agency, Dancer-Fitzgerald-Sample and J. Walter Thompson. He is survived by his wife, Dorothy, a timebuyer for Foote, Cone & Belding, Chicago, and a sister, Florence Heineman.

A&A SHORTS

McCann-Erickson, Dallas, has moved to 1900 N. Akard. Tel. Riverside 1-4571.

Sink & Sons Adv. Agency has been formed by Gene Sink, manager of Charlotte office, James S. Ayers Co. Address: 1205 Johnston Bldg., Charlotte, N. C.

SPOT NEW BUSINESS

World Green Stamps, N. Y., (trading stamps), considering use of radio and television spot announcement campaign for first time, after first of year. Seymour Blum, N. Y., agency for World, working out details.

NETWORK NEW BUSINESS

Vitalife Co., Cedar Rapids, Iowa, will sponsor *The John J. Anthony Show* on ABC Radio Calif. network (Mon.-Fri., 6:15-6:30), effective Jan. 14. Contract runs for 52 weeks. Agency: Pardee Co., Hollywood.

Sterling Drugs, N. Y., for Dr. Lyon's tooth powder, through Dancer-Fitzgerald-Sample, has purchased series of participations in Yankee Network program lineup. Dr. Lyon's signed for two segments of *The Yankee Network News,* Tuesday, 8 a.m., and Saturday, 9 a.m.

AGENCY APPOINTMENTS

Greyhound Corp. appoints Maxon Inc., Chicago, for its newly-formed Greyhound U-Drive It Div.

Knox Co. (pharmaceuticals) and **Richard Warren Pharmaceuticals,** both L. A., appoint Ted Gotthelf & Assoc., N. Y.

George Master Garment Co., Ligonier, Ind., appoints Bozell & Jacobs, Chicago.

Re-Dan Packing Co. (Cadet dog food) appoints Paris & Peart, N. Y.

First Natl. Bank of Arizona appoints Advertising Counselors of Arizona, both Phoenix.

A&A PEOPLE

Judson H. Irish, vice president-copy chief of Ogilvy, Benson & Mather, N. Y., appointed senior vice president and member of agency's executive committee.

Kenneth Runyon, research director, Gardner Adv., St. Louis, appointed director of department of marketing. **Edwin J. Gross** succeeds Mr. Runyon and **Dr. J. R. Miller**

to chairman of Gardner's industrial plans board.

Donald N. Preuss, publicity director, Weil Clothing Co., St. Louis, to Frank Block Assoc., same city, as account executive.

Charles J. Allen, vice president-merchandising director at Gardner Adv., St. Louis, to McCann-Erickson, Chicago, as vice president-director of marketing services.

C. B. McClelland, treasurer of John Morrell Co. (Rival dog food), Chicago, elected vice president.

Paul Hay, art director, Gordon Best Co., Chicago, elected vice president.

Paul H. Jeynes, formerly with Morey, Humm & Warwick, N. Y., as account executive, to Lennen & Newell, same city, in similar capacity.

Ted Lord, assistant to president, Outdoor Adv., N. Y., to Daniel Starch & Staff, Mamaroneck, N. Y., as account executive.

Ralph M. Watts, Post Cereal Div., General Foods, to Stokely-Van Camp, Indianapolis, as advertising-merchandising manager. Other changes at Stokely include: **William H. Rehm,** assistant advertising manager, to advertising manager; **Russell Holm,** Ketchum MacLeod & Grove, Pittsburgh, named market research manager; **S. M. Medaris,** east central region sales manager of Stokely, to private label and institutional sales manager, and **David C. Krimendahl,** east central region district sales manager, succeeds Mr. Medaris.

Gustave L. Saelens, production manager, Geyer Adv., N. Y., to production traffic manager.

Carl Gylfe, timebuyer, Leo Burnett Co., Chicago, to Cunningham & Walsh, same city, as media director.

Elinor Fahrenholz promoted from writer-producer to radio-tv director.

John J. Nelson, research sociologist at Stanford Research Institute, to Honig-Cooper Co., S. F., as director of research.

James K. Martindale, senior vice president, Lennen & Newell, N. Y., to Ruthrauff & Ryan, same city, as creative group supervisor in copy department.

TELEPHONE VERSUS TV

A SPECIAL REPORT has been released by Pulse indicating that non-telephone homes view "considerably more" television than do telephone homes. The special tabulation, based on the October 1956 Telepulse, covered Monday-through-Friday viewing.

From 7 a.m. to midnight, the tabulation revealed, tv sets-in-use in phone homes averaged 23.6 as compared with 28.4 in non-phone homes, described as a 20% variation. The difference was said to be "even more marked" during the daytime hours, with viewing by non-phone homes 38% above the level of phone homes during the 8 a.m.-noon segment and 51% above the phone homes from noon to 5 p.m.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Jan. 7 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Jan. 11, 14, 15).

Jan. 9 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 16).

Jan. 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Jan. 13 (5:30-6 p.m.) *The McBoing-Boing Show,* sustaining.

Jan. 15 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

NBC-TV

Jan. 7-11 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 14-18).

Jan. 7 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks (also Jan. 14).

Jan. 8 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor through Doyle Dane Bernbach on alternate weeks (also Jan. 15).

Jan. 8 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 15).

Jan. 9 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Jan. 16).

Jan. 10 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co. (also Jan. 17).

Jan. 11 (approx. 10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

Jan. 12 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 13 (1:30-4 p.m.) *NBC-TV Opera Theatre,* "War and Peace", sustaining.

Jan. 13 (9-10 p.m.) *The Chevy Show,* starring Dinah Shore, Chevrolet through Campbell-Ewald.

[Note: This schedule will be corrected to press time of each issue of B•T]

New TPA Productions To Cost $10.5 Million

TELEVISION Programs of America has earmarked more than $10.5 million for the production of eight half-hour tv film series during the first half of 1957, it was announced last week by Edward Small, chairman, and Milton A. Gordon, president, in a yearend review of TPA activities.

The production budget includes 26 new episodes on *Private Secretary* and on *Fury,* plus six new series—*The Adventures of Charlie Chan, New York Confidential, Waldo, Tugboat Annie, Mr. Digby* and an outdoor action series, as yet untitled.

Michael M. Sillerman, executive vice president of TPA, said the company had made "substantial gains in sales" during 1956. He reported that more than $2 million in sales were achieved by *Susie,* the re-runs of *Private Secretary* and expressed the belief this represented "the largest first-run-off-network sales scored by any program."

Another highlight of 1956 singled out by Mr. Sillerman was the establishment of the TPA International Div. with Manny Reiner as sales manager. TPA, he said, is optimistic about sales prospects abroad and is in the process of setting up offices in Canada and Latin America, in addition to Europe.

Roach Produced 110 Tv Films At $4.8 Million Cost in '56

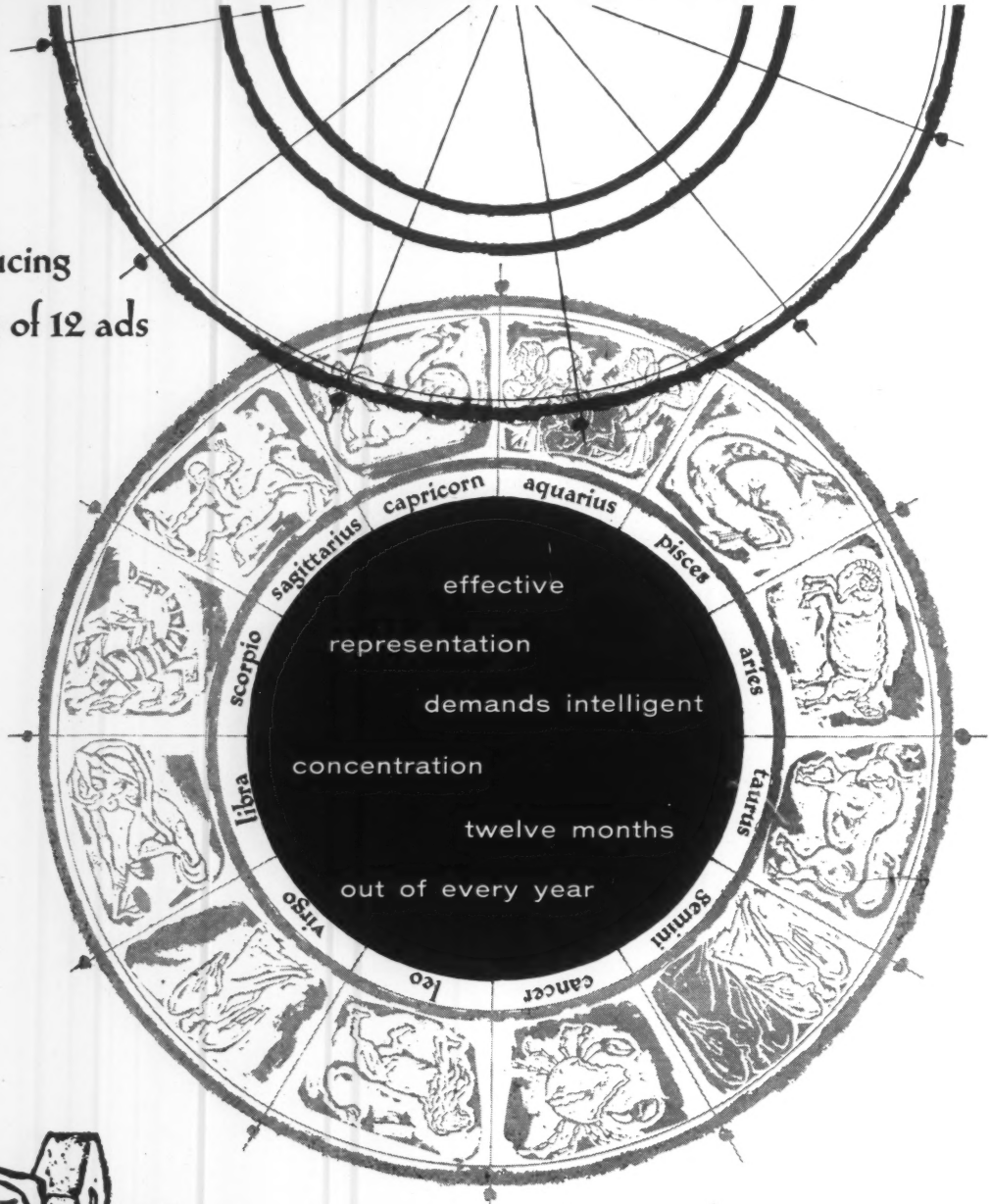
HAL ROACH STUDIOS, Culver City, Calif., produced 110 half-hour television films during 1956 for a total production expenditure of $4,867,000, according to a yearend report released by Sidney S. Van Keuren, Roach vice president and general manager.

Although the production figures for the past year are less than those accrued in 1955, they represent investments made by Hal Roach Jr. in which he has sole or proprietary interests. In past years, a large portion of the Roach production outlay included filming for independent production companies, networks and syndication companies, according to Mr. Van Keuren. The trend to "house packages" will continue in 1957, he said.

A breakdown of production statistics revealed that some 11 million feet of both positive and negative film were exposed at Roach during the year; an average of 3½ Roach companies were actively engaged in production during 540 stage days; 2,286 actors were employed, excluding extras, and Roach personnel increased 18% during 1956.

Roach properties filmed during 1956 include *Screen Directors Playhouse, Charlie Farrell Show, Code 3,* "Stories of John Nesbitt" for *Telephone Time, Oh! Susanna* and the new *Blondie* series. An additional $1,104,000 was expended in filming the remaining 18 *Life of Riley* and 20 *Great Gildersleeve* tv episodes for NBC Film which are not included in the overall figure.

introducing
a series of 12 ads



the meeker company, inc.

radio and television station representatives

new york chicago san francisco los angeles philadelphia

KONO-TV San Antonio General Manager James M. Brown signs for the majority of Guild Films' products in the presence of Bruce Collier (l), Guild southwestern manager, and Bob Stuart, Clarke Brown representative. Included in the purchase are *Liberace, Florian Zabach, Frankie Laine, Paris Precinct, Molly, Janet Dean, Flash Gordon* and Looney Tune cartoons. KONO-TV has a January target.

Ziv Salesmen Aid Tv Stations With $3,263,000 in Film Sales

AS an added effort to their normal sales activities, Ziv Television Programs' salesmen in 1956 assisted their tv station clients by arranging for about $3,263,000 in time and program sales on about 200 stations without any immediate profit to Ziv Tv.

This sidelight was reported by Len Firestone, manager of Ziv Tv's New York office, in discussing the subject of tv film distributors' responsibility to stations. He voiced the belief that since salesmen visit the offices of advertising agencies throughout the country as part of their duties, they often can arrange for sales of programs on stations where they are unsponsored. He said that it is "usually an easy matter" for Ziv salesmen to point out to agencies the availability of Ziv properties on client stations.

"Actually, it isn't a purely philanthropic gesture," Mr. Firestone acknowledged. "We've helped a number of stations to expand their telefilm program structures by helping to line up national spot tv advertisers as sponsors of Ziv shows the stations have bought. This starts a chain reaction: The station buys more film and gets more spot revenue, and buys more film—and we benefit in that respect.

"There's no competition between our salesman and the usual buying channel of timebuyer-to-rep-to-station. We make no percentage on these deals and consider it a service to our stations when we act as a catalyst in initiating spot deals."

Katz Resigns from Guild Films

AARON KATZ, vice president and treasurer of Guild Films Co., New York, has resigned, effective last Tuesday. Mr. Katz, who will continue as a member of the board, said that pressure of personal affairs was the reason for his resignation.

Warner Bros., ABC-TV Pact To Start With Amazon Series

WARNER BROS. Pictures Inc. for ABC-TV will produce *Amazon Trader,* a half-hour weekly series filmed in the Amazon jungle. The new show is the first of a new program series to be filmed for the network under the agreement announced in November between American Broadcasting-Paramount Theatres Inc. and Warner Bros.

Also blueprinted for ABC-TV are two full-hour weekly adventure series, and, like *Amazon* will be scheduled for fall showing. ABC-TV now programs two Warner Bros. produced shows, *Cheyenne* and *Conflict,* which alternate in the Tuesday, 7:30-8:30 p.m. EST, time period. The new program production will be supervised by James T. Aubrey Jr., who heads programming and talent at ABC-TV, and William T. Orr, who is the executive producer of *Cheyenne* and *Conflict.*

According to ABC last week, Leonard Goldenson, president of AB-PT and acting president of the ABC Div., and Jack L. Warner, president of Warner Bros., have agreed to have Warner's full facilities made available to producers of ABC-TV film programs, with new cutting rooms, offices and projection rooms constructed to accomodate the producers. It is expected that many of ABC-TV's independently-produced programs will be moved to Warner studios for filming.

RKO Television, London Firms To Produce New Al Capp Series

RKO Television will produce a new animated comedy-mystery series in association with cartoonist Al Capp and Anigraph Productions Ltd. and Graphic Animation For Television Inc., both London, it was announced last week by C. R. Manby, RKO Teleradio Pictures vice president in charge of RKO Television.

The new series, which will consist of five-minute "cliff-hanger" type episodes designed for five-day-per-week programming, will be produced at the studios of Anigraph and Graphic Animation, using an animation technique conceived by Anigraph. Both companies are controlled by Collie Small, writer-producer for British television. Mr. Capp will provide script material and production supervision will be by Mr. Capp's brother, Jerome Capp. RKO Television will distribute the series, starting in late spring.

Wilding, Henderson Merge

FORMATION of Wilding-Henderson Inc. was announced by Wilding Picture Productions last week following acquisition of the capital stock of A. J. Henderson Assoc., Detroit sales promotion, training and merchandising firm. Lang S. Thompson, who continues as executive vice president of Wilding Picture Productions in Chicago, will be president of the new organization, which will headquarter in Detroit. A. J. Henderson and Norman B. Terry will serve as vice presidents, with the former also heading creative services for Wilding-Henderson, according to C. H. Bradfield Jr., Wilding president.

ROYAL TALENT SCOUT

A FIVE-WEEK-OLD elephant sent to America by India's Maharajah of Mysore will be used in the tv series, *Sabu,* which is being filmed in Hollywood by Interstate Television Corp. The script for the color series called for a young elephant, according to Interstate. When none was available, Sabu, the star, telephoned his friend, the maharajah, who responded with the unusual gift.

Zoom Productions Formed in L. A.

EDDIE SMARDEN, account executive at Henry Garstenkorn Adv., Los Angeles, and Dal McKennon, who portrays Capt. Jet in tv, have announced formation of Zoom Productions at Walter Lantz Studios, Hollywood, to produce the new *Capt. Zoom* quarter-hour series. The firm plans 260 episodes for the children's outer-space series.

FILM PEOPLE

Ed Lieberthal, programs operations manager, DuMont Broadcasting Corp., to Barry & Enright Productions Inc., N. Y., in similar capacity.

Paul G. Rosenau, Jam Handy, Detroit, in creative and sales capacity, to sales staff of Kling Film Enterprises Inc., Chicago, as account executive.

Edward M. Warnecke, assistant chief engineer, Motion Picture Film Dept., Eastman Kodak Co., Rochester, N. Y., named national membership chairman of Society of Motion Picture and Tv Engineers for 1957-58.

FILM SALES

Sterling Television Co., N. Y., has reported sales on *Bowling Time* to KGNC-TV Amarillo, KHAD-TV Laredo, Tex., KPRC-TV Houston, XETV (TV) San Diego-Tijuana, WGLV (TV) Easton, Pa., WNOW-TV York, Pa., WPTV (TV) Palm Beach, Fla., WCTV (TV) Tallahassee, Fla., WJBF (TV) Augusta, Ga., WTAP (TV) Parkersburg, W. Va., and WMUR-TV Manchester, N. H.

FILM RANDOM SHOTS

Screen Gems, N. Y., has entered into agreement with UPA, under which Screen Gems will solely license *Gerald McBoing-Boing* merchandise and will jointly control merchandising on the *Magoo* properties with UPA. CBS-TV, which premiered *McBoing-Boing* series on Dec. 16, has merchandising rights to new characters introduced into animated series but not to *Gerald McBoing-Boing.*

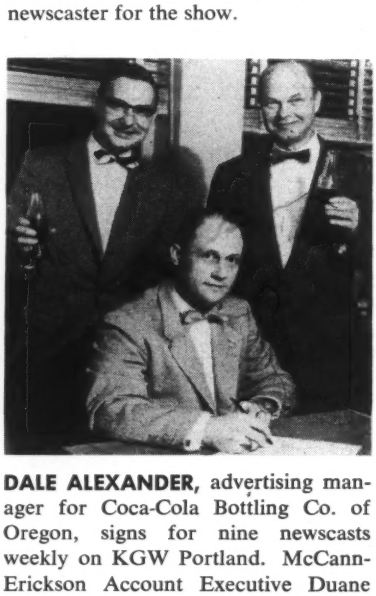
Alexander Film Co., Colorado Springs, Colo., announces expansion to include production of long-length industrial, educational and public relations films.

THE Merchants National Bank of Boston has signed with WEEI Boston to sponsor locally *CBS' News With Allan Jackson* Monday through Friday. Discussing the contract are (l to r): standing, Thomas Y. Gorman, WEEI general manager; Mark C. Wheeler, the bank's vice president; William D. McKinnon, vice president-comptroller of the bank; O. S. Morrill, also a vice president of Merchants National, and seated, CBS newsman Allan Jackson; Edward V. Hickey, the bank's director of public relations and advertising; Frank S. Christian, vice president-regional manager of Kenyon & Eckhardt Inc., bank's agency. WEEI pioneered in bank advertising.

A YEAR'S contract for sponsorship of newscasts on KTVH (TV) Wichita-Hutchinson, Kan., is signed by Southwest-Citizens Federal Savings & Loan Assn. of Wichita. Present are (l to r) seated: S. G. Hatfield, vice president of the bank; L. W. Bauerle, the bank's president; Preston Huston, vice president of Associated Advertising Agency of Wichita; standing, Robert O. Paxson, KTVH local and regional sales manager, and Ollie Thompson, KTVH newscaster for the show.

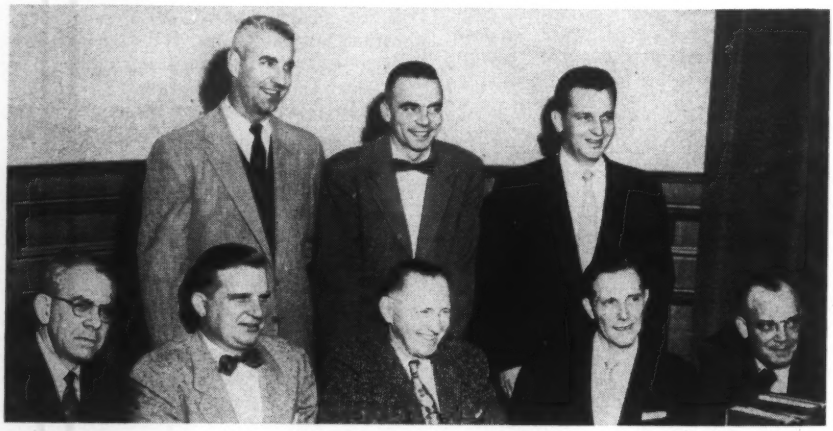
GENERAL RETAIL Corp., for its Hardy Shoe Stores, Tampa, Fla., has signed to sponsor the Elvis Presley six-days-weekly show on WALT Tampa. Completing final arrangements are (l to r) Wendell Pedigo, Hardy manager; Bob Butner, General Retail sales promotion manager and George Fee, WALT national sales manager.

MAJESTIC Savings & Loan Assn., Denver, has signed to sponsor the 10 p.m., seven-days-a-week newscasts on KLZ Denver for 52 weeks. Present at the contract signing (l to r): John Lantz, Majestic president; John McEniry, KLZ local sales manager; Ward Crowly, KLZ salesman, and John New, account executive, Max Goldberg Adv. Agency.



DALE ALEXANDER, advertising manager for Coca-Cola Bottling Co. of Oregon, signs for nine newscasts weekly on KGW Portland. McCann-Erickson Account Executive Duane Heathman (1) and KGW Sales Manager Bob Prigmore enjoy the sponsor's product in the background.

DR. FORREST (PHOG) ALLEN (seated, c), who retired last summer after 39 years as Kansas U. basketball coach, has signed to do color on Big 7 basketball broadcasts on WDAF Kansas City, plus a weekly sports commentary on WDAF-TV. With Dr. Allen as he signs (l to r): seated, E. Manne Russo, WDAF-AM-TV commercial manager; Robert Hogan, district sales manager, Safeway stores (tv sponsor); Merle P. Smith, Elbel Construction Co. sales manager (radio sponsor); V. S. Batton, WDAF manager; standing, Orville Washburn, Washburn Adv. Agency, (Safeway); Jay Barrington, WDAF-AM-TV sports director, and John Lawson, Carl Lawson Adv. Agency (Elbel).



HOUSE SMALL BUSINESS GROUP WOULD CUT PRESIDENT'S POWER

- **Report charges monopoly in broadcasting industry**
- **Wants FCC chairman elected by Commission itself**
- **GOP minority says it cannot 'agree to the report'**

A REPORT charging monopoly in broadcasting and other industries and recommending that Congress consider legislation to remove the "centralized power of the Executive Branch" over federal regulatory agencies by giving their complete control to Congress, was issued last week by the House Select Small Business Committee.

The document was agreed to by the committee's six Democratic members. Appended "minority views" by the group's five Republicans said GOP members "cannot in good conscience agree to the report." However, the minority statement indicated the report's "revised recommendations were accepted by the minority because they are now offered only for consideration by the 'appropriate legislative committees'," although "the minority is not as yet persuaded that the recommended changes are sound or in the interest of better government."

The committee report, which recommended five measures described as designed to remove federal regulatory agencies from White House control or influence, was almost identical to a "draft" prepared and released last October [AT DEADLINE, Oct. 22, 1956] by Rep. Joe L. Evins (D-Tenn.), chairman of a three-man subcommittee which held hearings in the 84th Congress on allegations of White House influence on decisions by government regulatory agencies [B•T, March 26, 1956].

Network 'Reprisals' Cited

Rep. Evins opened the two-day session in March with charges that FCC Chairman George C. McConnaughey did not want to furnish the subcommittee with names of FCC staff people involved in Commission decisions because of fear of reprisals by networks against FCC people who had figured in decisions unfavorable to networks.

Chairman McConnaughey denied saying this in a statement entered in the subcommittee's hearing record. Instead, he said, the subcommittee was told that if staff activities were made public they might be subject to "pressure" by "affected regulated industries . . . through recourse to members of Congress or otherwise." During its two days of hearings, the subcommittee subpoenaed several thousand documents from RCA-NBC and CBS Inc. involving business by those firms with the FCC. It also questioned principals of WXEX-TV Petersburg, Va., on whether alleged White House influence was used in securing its grant of ch. 8.

The committee's report last week recommended:

1. That the power to name a chairman of the FCC or other regulatory agencies be given to the membership of the commission itself, acting as a body, instead of to the President. This would be done by amending the laws which implemented the various government reorganizational plans for each agency recommended by the Hoover Commission. (The report notes that the Communications Act of 1931 itself gives the President power to appoint the FCC chairman.)

2. That the FCC and other regulatory agencies be allowed to submit their own budget estimates directly to Congress, without prior approval by the Budget Bureau or any other agency of the Executive Branch. The Budget Bureau still would get copies of agency requests for appropriations, however, so the bureau could be informed and "in a position to take appropriate action if it so desires."

3. That the FCC and other regulatory agencies be allowed to obtain such factual data and information as they think necessary from private industries and individuals to carry out the agencies' statutory responsibilities. This would be done by exempting the agencies from the Federal Reports Act by legislation which also would make "appropriate safeguards against onerous and unreasonable reports and other information." The report said that the Federal Reports Act, which requires that an agency wishing to secure data from 10 or more firms get clearance through the Budget Bureau, was passed during World War II, was intended to protect companies from unnecessary harassment by temporary wartime agencies and should not be applied to federal regulatory agencies.

4. That the FCC and other agencies not be required to submit their views on legislation affecting the respective agency to the Budget Bureau or any other agency of the Executive Branch before submitting them to Congress. Copies of such views, however, would be furnished at the same time to the Budget Bureau for its information and action as it sees fit.

5. That Congress should consider whether the FCC and other regulatory agencies should be relieved, and the circumstances under which they should be relieved, from the present requirement that they secure prior approval of the Solicitor General to petition the U. S. Supreme Court to review rulings or decisions made against such agencies by appeals courts. The report noted this does not constitute a recommendation that the Solicitor General be precluded from representing any federal regulatory agency before the Supreme Court.

The language of the report last week was not as strong as that employed in the October Evins "draft." For instance, it calls for "amendment" of the Hoover Commission laws rather than "repeal." Also absent from last week's report was a CBS record of a 1954 telephone talk between CBS Inc. President Frank Stanton and FCC Comr. Robert E. Lee, subpoenaed from CBS files in March 1956.

The report in general maintained that the Constitution confers upon Congress the right to regulate trade, but that gradually, through legislative enactment or usurpation of authority by the Executive Branch, this power has been centralized in the Executive Branch in a policy "designed to attain a sort of assembly-line efficiency at all costs."

Republicans signing the "minority views" statement said some proposed revisions were not made and that only 12 days were given for submission of minority views.

Other points in the minority statement: the report cites testimony taken by the House Antimonopoly Subcommittee before its parent House Judiciary Committee had made its own findings and conclusions; it attacks past Congresses, both Democratic and Republican, in questioning motives and methods of passage of laws; it "unjustly" criticizes two Presidents of the U. S. and other officials, including members of Congress; it contains "opinions, conclusions and assertions" which appear to be "self-serving" and unsupported by testimony before the committee and also contains "many errors of fact"; it demonstrates a lack of "objectivity," reflecting "personal and political bias rather than impersonal analysis;" it appears to advocate "free-wheeling regulatory agencies which could ultimately mean the regimentation of all business"; its "intemperate language and choice of words connoting wrongdoing (without proof) is a reflection on the membership of the committee."

The "minority views" statement was signed by Rep. William M. McCulloch (R-Ohio), only GOP member of the Evins subcommittee, and agreed to by the other four Republicans, Reps. William S. Hill (Colo.), R. Walter Riehlman (N. Y.), Horace Seely-Brown Jr. (Conn.) and Timothy P. Sheehan (Ill.).

Democratic members of the parent committee are Reps. Wright Patman (Tex.) (chairman); Abraham J. Multer (N. Y.), who served on the subcommittee during hearings; Sidney R. Yates (Ill.), who has served on the subcommittee since the hearings; Tom Steed (Okla.); James Roosevelt (Calif.), and Rep. Evins.

Committee Heads Stay As Congress Convenes

CONGRESS convened at noon Thursday and the Democrats, as expected, took control of both the House and Senate. Thus, no changes are seen in leadership of congressional committees active in broadcast affairs with the exception of the House Interstate & Foreign Commerce Committee, which is expected to be headed by Rep. Oren Harris (D-Ark.), succeeding the late Rep. J. Percy Priest (D-Tenn.) [B•T, Dec. 31, 1956].

Sen. Carl Hayden (D-Ariz.) was elected president pro-tem of the Senate. Sen. Lyndon B. Johnson (D-Tex.) remains as majority leader and Sen. William Knowland (R-Calif.) as minority leader. Both Sens. Johnson and Knowland are identified with

broadcast interests (see story, page 46).

Rep. Sam Rayburn (D-Tex.) was re-elected House Speaker and Reps. John W. McCormack (D-Mass.) and Joseph W. Martin Jr. (R-Mass.) were named majority and minority leaders, respectively.

The Senate met again Friday and both the House and Senate met jointly Saturday to hear an address by President Eisenhower on the Middle East crisis.

The House reappointed Democratic holdover members to five committees, none with primary broadcast jurisdiction: Foreign Affairs, Ways & Means, Armed Services, Rules and Appropriations. No Republican Committee members were named Thursday.

'Unique Programming' Protection On Way Out Under FCC Proposal

A 17-year-old rule—providing protection from interference beyond the normally protected contours of standard broadcast stations (500 uv/m) for stations transmitting a "unique program service"—is on the way out. The Commission last week issued a notice of rule-making which would abolish Sec. 3.182 (c) and (v) of the am rules. It asked for comments by Feb. 1.

The rule was put into the am standards of good engineering practice in 1939. Its purpose was to afford educational stations providing a special service greater protection than that afforded regular commercial stations. Throughout the years, however, the FCC has never denied an application on this account, although many educational stations and some commercial stations have attempted to use this provision to ensure greater protection than the rules call for.

The Commission said that this provision is too vague and indefinite to be of assistance in determining when a unique program service was involved. It also said the regulation gave rise to much uncertainty as to the protection to be afforded to and by broadcast stations.

Poole Says KEUQ Owners Violated Verbal Agreement

CHARGES that the owners of KEUQ Phoenix, Ariz., breached a contract were made last week by John Poole Broadcasting Co. The allegations were made in a protest against the Dec. 4, 1956, grant of the new Phoenix facility (1 kw on 740 kc).

According to the protest document, Poole had an application ready for filing for the same facility in October-November last year. Before filing, Poole officials opened conversations with Frank Barc Jr., president-majority owner of KEUQ, concerning a merger of interests. Poole averred an informal agreement was reached but that before the necessary papers were completed, the FCC granted the Barc application. This came after the KEUQ application was amended to eliminate potential interference to KBIG Avalon, Calif., owned by Poole. Poole claimed that it was informed KEUQ did not intend to honor the purported agreement. Poole asked the Commission to rescind the 740 kc grant and to investigate the character and financial qualifications of KEUQ's owners.

FCC'S OWNERSHIP RULES UPHELD

- **Storer plea denied by Court of Appeals**
- **Unanimous decision also backs 1% provision**

A FEDERAL court last week upheld all elements of the FCC's multiple ownership rules—including the controversial one percent provision.

The decision followed by seven months a decision of the U. S. Supreme Court in the Storer Broadcasting Co. case upholding the FCC's right to limit ownership of broadcast properties.

In a unanimous decision, written by Circuit Judge David L. Bazelon (for himself and Judges E. Barrett Prettyman and Wilbur K. Miller), the U. S. Appeals Court held that the attack on the 1% rule was without merit since Storer failed to show any injury has resulted from the application of the rule. The court also said that applications can always be submitted for waiver of that rule and in any event the rule provides that ownership of 1% or more does not necessarily constitute control.

The court also held that Storer's objections to the specific numerical limitations on ownership by a single person or company could not be upheld, since the prohibitions are based on the Commission's experience in this field.

The Commission's multiple ownership rules prohibit any single person or company from owning more than seven properties in either the am, fm or tv fields. In tv the prohibition does not permit common ownership of more than five vhf outlets. In estimating control, the rule provides that ownership interests as low as 1% may be considered.

The Supreme Court last year upheld the FCC's right to establish ownership limitations, particularly since there are provisions, the Supreme Court said, to seek exceptions for good cause [B•T, May 28, 1956].

Storer challenged the FCC's authority to limit ownership in 1953 when it appealed from an FCC refusal to accept its application for ch. 10 in Miami. Storer at that time owned the then permissible five television stations. In 1955, the appeals court reversed the FCC, holding that Storer should have been given a hearing before its application was refused. The government asked the Supreme Court to review this decision, and in May last year the high court upheld the Commission's right to fix the maximum number of stations which may be owned by the same person. The Supreme Court's decision was based among other points on the fact that provision existed for waivers of FCC regulations. Justice Felix Frankfurter dissented.

Last week's circuit court decision was on the narrow elements of the justification for making seven the numerical limit on station ownership and whether the 1% provision was arbitrary.

In recent months there have been indications that a Commission majority favored liberalizing the multiple ownership rules. After several series of discussions on the matter, the Commission is scheduled, it is understood, to resume consideration of the subject today (Monday).

Meanwhile, Storer has had pending before the Commission a request for a waiver of the limitations on vhf station ownership. It has asked permission to purchase ch. 3 KSLM-TV Salem, Ore., and move it nearer Portland, Ore. This was denied once by the FCC, but a petition for reconsideration was filed by Storer several weeks ago. Storer owns ch. 27 KPTV (TV) Portland, but will surrender this license if its Salem $27,277 purchase is approved. Approval will give Storer six vhf stations.

FCC Moves Ahead on Flint, Orders Hearing Begin Today

IN a rare exercise of its powers, the FCC last week ordered that the Flint, Mich., ch. 12 case get underway today (Monday) with the taking of testimony. The ruling came despite various pleadings made to postpone commencement of the hearing pending a court decision regarding hearing issues framed by the Commission.

The Flint ch. 12 grant was made to WJR Detroit in 1954. After WJR modified its construction permit to relocate its WJRT (TV) transmitter (north of Flint instead of south as proposed in its application), the unsuccessful applicants, WFDF Flint and W. S. Butterfield Theatres Inc., appealed to court. The appellate court remanded the case to the FCC for further hearing. This hearing was opened last month but was almost immediately continued to today's date to allow opposing attorneys to study documents. This followed an unsuccessful move by WFDF and Butterfield to have the hearing stayed.

A separate hearing, based on protests against the WJRT move, filed by WKNX-TV Saginaw, WTOM-TV Lansing and WWTV (TV) Cadillac, all Michigan, already has been held. An initial decision recommending that the FCC affirm its modification grant was issued last April. Oral arguement on this was held before the FCC last June and a final decision is awaited.

Commission Asks for Comments On Ch. 2 Longview Proposals

COMMENTS on two conflicting rule-making proposals were called for by the FCC last week with a deadline of Feb. 1. These proposals are a request to assign ch. 2 to Longview, Wash., in lieu of ch. 33, and a request to assign the same facility to Vancouver, Wash.

The Commission also invited comments by Feb. 1 on a proposal to shift ch. 9 from Rome, Ga., to Chattanooga, Tenn. (WROM-TV operates on ch. 9 in Rome). Chattanooga is 50-odd miles south of Rome.

In one rule-making request, WMTM Moultrie, Ga., asked the FCC to add ch. 8 to Moultrie (the only Moultrie assignment is ch. 48).

THE CODE 3 SUCCESS STORY

FIRST in audience appeal . . . rated top syndicated film in Portland (31.7*) and San Diego (27.4**), **FIRST** in time period in San Francisco (13.0**), Spokane (27.4**), Seattle (15.7**), Kalamazoo (15.5*), Wichita (52.7*) and St. Louis (18.2*).

FIRST in excitement, presenting thrilling "Front Page" dramas based on *actual police cases* taken from the files of world-famous Sheriff Eugene W. Biscailuz, of Los Angeles County . . .

FIRST to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, air, sea and mountain rescues, murder, robbery, juvenile crime. Stirring case histories to build audiences of all ages!

FIRST with top advertisers . . . making headline news in sales . . . Miller Brewing, National Biscuit Co., Safeway, General Electric, General Tire, Petri Wine, etc.

FIRST in sales results . . . testimonials pouring in . . . renewals months in advance . . . excitement and recognition for *you* and your product.

Wouldn't YOU like to be **FIRST** in your market? Let "Code 3" . . . signal for flashing lights and screaming sirens . . . be your signal for action. *Write, wire, phone for complete details.*

*Pulse **ARB

ABC FILM SYNDICATION, Inc.

10 East 44th St., New York City, OXford 7-5880

30 MEMBERS OF 85th CONGRESS HAVE RADIO-TELEVISION TIE-INS

TEN senators and 20 House members of the upcoming 85th Congress have interests in commercial broadcasting or educational radio and tv stations or applications for station grants—either in their own right or through their immediate families—according to FCC records.

Their stock interests range from small token shareholdings to sole ownership of radio and tv outlets. One senator and one representative are board members of educational stations and the mother of one representative is a board member of a third.

The 30 congressmen represent 29 am broadcast and 2 educational am stations, seven fm broadcast and one educational fm station and 20 commercial tv and 2 educational tv outlets, plus applications for one commerical am outlet, one educational am station and four commercial tv stations.

The list, showing network affiliations where they exist, follows:

Sen. Clinton P. Anderson (D-N.M.), Albuquerque—is a director and owns 62½ of 1,190 sh. common voting stock in KGGM-AM-TV Albuquerque and KVSF Santa Fe.

KGGM: CBS; KGGM-TV: CBS; KVSF: CBS.

Sen. John W. Bricker (R-Ohio), Columbus, former chairman of Senate Commerce Committee (83rd Congress)—member of board of trustees, Ohio State U., licensee of WOSU-AM-FM-TV Columbus, educational outlets.

Sen. Lyndon B. Johnson (D-Tex.), Johnson City, Senate Majority Leader—his wife Claudia T. (Lady Bird) Johnson is board chairman and director and owns 376 of 579 sh. common voting stock in L.B.J. Co., licensee of KTBC-AM-TV Austin and holder of 450 of 1,550 sh. common voting stock of KWTX-AM-TV Waco and 300 of 600 sh. common voting stock of KRGV-TV Weslaco. She is a director and represents L.B.J. Co. on the board of the Waco and Weslaco stations.

KTBC: CBS; KTBC-TV: CBS, ABC, NBC; KWTX: MBS. KWTX-TV: ABC, CBS; KRGV-TV: NBC.

Sen. Olin D. Johnston (D-S. C.), Spartanburg—his wife Gladys A. Johnston is vice president-director and owns 125 of 500 sh. common voting stock of WFGN Gaffney.

Sen. Robert S. Kerr (D-Okla.), Oklahoma City—president-director and owns 50,611 of 100,000 sh. common voting stock of WEEK-AM-TV Peoria, Ill.; is vice president, assistant secretary and director and owns 327 of 2,500 sh. Class A common voting stock of KVOO-TV Tulsa. Grayce B. Kerr (wife) owns 11,488 sh. of WEEK-AM-TV, 371 sh. Class A common voting stock of KVOO-TV and 223 of 750 sh. preferred voting stock of KRMG Tulsa. T. M. Kerr (brother) is secretary-director and owns 11,141 sh. common voting stock in WEEK-AM-TV and 172 sh. Class A common voting stock in KVOO-TV. Geraldine H. Kerr (wife of T. M. Kerr) owns 3,235 sh. common voting stock of WEEK-AM-TV. WEEK-AM-TV licensee is applicant for ch. 35 in LaSalle, Ill.

WEEK: NBC; WEEK-TV: NBC; KVOO-TV: NBC

Sen. William F. Knowland (R-Calif.), Piedmont, Senate Minority Leader—holds 400 of 1,800 sh. common voting stock in KLX Oakland as voting trustee. Sen. Knowland, J. R. Knowland (father) and J. R. Knowland Jr. (brother) are voting trustees for 1,800 outstanding sh. of family-owned KLX.

Sen. Warren G. Magnuson (D-Wash.), Seattle, chairman of Senate Commerce Committee—owns 10,186 of 257,048 sh. common voting stock of KIRO-AM-FM Seattle.

KIRO: CBS.

Sen. Joseph C. O'Mahoney (D-Wyo.), Cheyenne—his wife Agnes V. O'Mahoney owns 15 of 3,051 sh. common voting stock in Cheyenne Newspapers Inc., which in turn owns 1,650 of 6,336½ sh. common voting stock in KFBC-AM-TV Cheyenne and KSTF-TV Scottsbluff, Neb. Licensee is applicant for ch. 13 at Alliance, Neb.

KFBC: ABC; KFBC-TV and KSTF-TV: CBS, ABC, NBC.

Sen. W. Kerr Scott (D-N. C.), Haw River—his brother Ralph H. Scott is vice president-director and owns 40 of 473 sh. common voting stock in WBBB-AM-FM Burlington.

WBBB: MBS.

Sen. John J. Sparkman (D-Ala.), Huntsville—his wife Ivo H. Sparkman is partner and owns 49% of WAVU-AM-FM Albertsville.

Rep. Alvin M. Bentley (R-Mich.), Owosso—is vice president-director and owns 300 of 900 sh. common voting stock in WKNX-AM-TV Saginaw.

WKNX-TV: CBS, ABC.

Rep. Frances P. Bolton (R-Ohio), Lyndhurst—owns 5,020 of 100,000 sh. common voting stock in WHK-AM-FM-TV Cleveland, which owns 40% of WKBN-AM-FM-TV Youngstown, Ohio. Holds proxies to vote with three other individuals.

WHK: NBC. WKBN: CBS. WKBN-TV: CBS, ABC.

Rep. J. Floyd Breeding (R-Kan.), Rolla—is director and owns 1 of 1,570 sh. common voting stock in KTVC (TV) Ensign, Kan.

Rep. Joel T. Broyhill (R-Va.), Arlington—his father and two brothers are principals in M. T. Broyhill & Sons Inc., which owns 5 of 485 sh. common voting stock in WFTR Front Royal. Rep. Broyhill's status with firm is inactive.

WFTR: MBS

Rep. Alvin R. Bush (R-Pa.), Muncy—owns 400 of 7,500 sh. common voting stock in WWPA Williamsport and WARC Milton.

WWPA: CBS.

Rep. Elford A. Cederberg (R-Mich.), Bay City—director and owns 3 of 84.5 sh. common voting stock in WWBC Bay City.

Rep. Thomas B. Curtis (R-Mo.), Webster Groves—is member of board of trustees of Dartmouth College, Hanover, N. H., applicant for 1490 kc, 250 w unlimited in Hanover.

Rep. Lawrence H. Fountain (D-N. C.), Tarboro—is secretary-treasurer-director and owns 86 of 300 sh. common voting stock in WCPS-AM-FM Tarboro. His brother V. E. Fountain is president-director and owns 107 sh.

Rep. Peter Frelinghuysen Jr. (R-N. J.), Morristown—owns 25 of 203.5 sh. common voting stock and 50 of 405 sh. preferred non-voting stock in Broadcasters Inc., applicant for 1590 kc, 500 w, directional antenna, daytime at South Plainfield, N. J.

Rep. Porter R. Hardy Jr. (D-Va.), Churchland—is director and holds 150 of 8,107 sh. Class B common voting stock in a voting trust of 11 voting trustees in WAVY-AM-TV Portsmouth; owns 150 of 8,107 sh. Class B common voting; owns 150 of 8,107 sh. Class A common non-voting.

WAVY: NBC; WAVY-TV; ABC.

Rep. Chet Holifield (D-Calif.), Montebello—with his wife Vernice Holifield jointly owns 10 of 525 sh. Class A preferred voting stock in KXLA Pasadena.

Rep. Paul C. Jones (D-Mo.), Kennett—is president-director and owns 100 of 480 sh. common voting stock in KBOA-AM-FM Kennett. Other ownerships in stations: Paul C. Jones Jr. (son) 28 sh., Mrs. Joe D. (Betty Ann) Cash (daughter) 25 sh. and Mrs. Tom B. (Nell Jones) Mobley (daughter) 25 sh.

Rep. Melvin R. Laird (R-Wis.), Marshfield—his mother Mrs. Melvin R. Laird is a member of the board of regents, U. of Wisconsin, licensee of WHA-AM-TV Madison, educational stations.

Rep. Lee Metcalf (D-Mont.), Helena—owns 50 of 684 sh. common voting stock in KCAP Helena.

KCAP: MBS, KBS.

Rep. Leo W. O'Brien (D-N. Y.), Albany—director and owns 4,039 of 112,500 sh. Class A common voting stock in WROW and WCDA (TV) Albany and WCDB (TV) Hagaman. Licensee, Hudson Valley Broadcasting Co., is applicant for ch. 10 at Vail Mills and has application pending for FCC approval of purchase of ch. 19 WMGT (TV) Pittsfield, Mass. (see also Rep. Dean

YOUR Q FOR COLOR

The big news in Chicago today is News in big COLOR. WNBQ COLOR cameras focus on Len O'Connor for 5-minute late news digests (7:25, 7:55, 8:25 and 8:55) every morning during the NBC Network TODAY program. Now, WNBQ adds the thrill of living COLOR to the compelling draw of local news and Len O'Connor's authoritative reporting.

It's a doubly effective combination, for Len O'Connor is, traditionally, first on the scene of action in Chicago. And a recent BBD&O-NBC study found that COLOR *doubles* the audience among COLOR set owners and *more than doubles* the impact of commercial messages!

Number of viewers? Len O'Connor averages a 50.6 share of audience, *reaching an average of 200,000 viewers per program* . . . at an average cost per 1,000 of just $1.39. And they're the kind of thousands you want most to reach. They're 95% *adults.*

In compatible COLOR and black and white, a complete Len O'Connor 5-minute news program costs only $265. And since the big news in advertising is News in big COLOR, take your "Q" from WNBQ and make *your own* headlines in Chicago with Len O'Connor!

WNBQ *Television leadership station in Chicago* SOLD BY NBC SPOT SALES

P. Taylor).
WROW: CBS; WCDA and WCDB: CBS; WMGT: ABC.

Rep. Alvin E. O'Konski (R-Wis.), Mercer—is president-treasurer-director and owns 500 of 500 sh. common voting stock in WOSA Wausau and WLIN (FM) Merrill. His wife Veronica H. O'Konski is vice president-secretary-director.
WOSA: ABC, MBS.

Rep. Albert Rains (D-Ala.), Gadsden—is first vice president and owns 36 of 120 sh. common voting stock in WGSV Guntersville.

Rep. Paul G. Rogers (D-Fla.), West Palm Beach—owns 800 of 250,000 sh. common voting stock of WPTV (TV) West Palm Beach.
WPTV: NBC, CBS.

Rep. Dean P. Taylor (R-N. Y.), Troy—board chairman and owns 2,105 of 112,500 sh. Class A common voting stock and 4,735 of 25,000 sh. Class B common voting stock in WROW and WCDA (TV) Albany and WCDB (TV) Hagaman. Licensee, Hudson Valley Broadcasting Co., is applicant for ch. 10 at Vail Mills and has application pending for FCC approval of purchase of ch. 19 WMGT (TV) Pittsfield, Mass. (see also Rep. Leo W. O'Brien).
WROW: CBS; WCDA and WCBD: CBS; WMGT: ABC.

Rep. William M. Tuck (D-Va.), South Boston—is director and owns 450 of 2,000,000 sh. common stock of Jefferson Standard Life Insurance Co., parent firm of Jefferson Standard Broadcasting Co. and other subsidiaries which in turn own 10,000 of 10,000 sh. common voting stock in WBT, WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.; 500 of 500 sh. common voting stock in WBIG Greensboro, N. C., and 1,505 of 9,070 sh. common voting stock in WFMY-TV Greensboro.
WBT: CBS; WBTV: CBS, ABC, NBC; WBTW: CBS, NBC, ABC; WBIG: CBS; WFMY-TV: CBS, ABC.

FCC Commissioners, Top Aides Visit Sarnoff Research Center

FCC members and top staff aides visited RCA's David Sarnoff Research Center, Princeton, N. J., last Thursday and Friday as guests of RCA. Among other developments, the commissioners were shown improvements in offset carrier—precision offset which has promise of permitting closer mileage separations between stations on the same and adjacent channels [B•T, Sept. 17, 1956]. The commissioners and their staff were scheduled to return to Washington Friday night.

Attending the tour and demonstrations were all commissioners except John C. Doerfer and Robert E. Lee. The commissioners were accompanied by Broadcast Bureau Chief Edward F. Kenehan, Assistant Chief James E. Barr, Chief Engineer Edward W. Allen Jr. and Safety & Special Services Chief Curtis B. Plummer.

NOW
DO-IT-YOURSELF ADVERTISING ANNOUNCEMENT FROM TPA

see page 57

USIA Reports Pace Quickened in 1956

THE U. S. Information Agency created and distributed abroad more than 75 original tv programs during 1956 as 58 new foreign tv stations went on the air in the Free World bringing the total to 191, Arthur Larson, USIA director, reported last week.

Mr. Larson's statement was based on a yearend report by Robert Button, director of USIA's Broadcasting Service (Voice of America). The USIA director said television's emergence in 1956 as a "major and powerful medium" in the U. S. government's overseas information program was one of the most significant developments of the year.

Radio continued to be USIA's most effective method of communicating with people behind the Iron Curtain, Mr. Larson said. Additional VOA facilities were used for around-the-clock news on developments in Hungary and the Middle East, he added, with live programs beamed behind the Iron Curtain nearly doubled and Arabic language programs increased 13 hours daily.

Other radio activities: initiation of programs in four new languages—Uzbek, Gujarati, Telugu and Malayalam—bringing to 43 the number of languages aired by VOA programs; expansion of the two-hour *Music —USA* jazz program on a world-wide basis; special programs on the agency's "People's Capitalism" theme through special programs recorded at American industrial concerns, and production of an international radio symposium, *The Frontiers of Knowledge and Humanity's Hopes for the Future.*

Enlarging on USIA's tv activities, Mr. Larson said one of the agency's tv programs had been requested and telecast by a Warsaw tv station—the first use of USIA tv material behind the Iron Curtain. The film was a report on the U. S. election process.

The USIA director said tv is now viewed by as many as five out of 10 adults in some Free World countries. Foreign viewers of the agency's weekly "current events documentary" are estimated at 50 million, he said. It now is regionalized in three versions to tv stations in Western Europe, Latin America and the Far East.

During 1956, 12 programs in the *Report From America* tv series were produced and telecast in English and are being made available in six other languages: French, German, Italian, Spanish, Portuguese and Japanese.

USIA worked with individual tv stations and networks and such organizations as the European Broadcasters Union to step up its production of special events and feature programs, he continued, and made added use of adapted versions of the best of tv programs prepared for American audiences, through the cooperation of the U. S. broadcasting industry.

KSLA-TV Wants Supreme Court To Review Lower Court Decree

KSLA-TV Shreveport, La., asked the U. S. Supreme Court last week to review the October 1956 action of the U. S. Court of Appeals in Washington in ordering the FCC to reopen the Shreveport ch. 12 case [B•T, Oct. 8].

The lower court told the Commission to take into account the death of Don George, KSLA-TV majority stockholder, last June. The Commission granted the vhf Shreveport facility to what is now KSLA-TV in May 1955. This was appealed by unsuccessful applicants KRMD and KCIJ in December 1955. While the appeal was pending, Mr. George died. A motion by KCIJ to have the case remanded because of this was granted from the bench by the three-judge appeals court.

It is KSLA-TV's position that the lower court exceeded its powers in remanding the case back to the FCC. KSLA-TV holds that the case was decided 19 months ago and is final, except for the appeal. Mr. George's death—more than a year after the final decision—should have no bearing on the Commission's May 1955 decision, KSLA-TV maintains.

FCC attorneys sought to persuade the Solicitor General to permit them to ask for a Supreme Court review of this appellate court ruling, but, it was learned, the Solicitor General declined to agree [CLOSED CIRCUIT, Dec. 24, 1956]. The FCC can only ask the Supreme Court to review a lower court's ruling through the Solicitor General.

Request for Beeper Relaxation Gets Negative Reply from FCC

PROTECTION against invasion of privacy is the primary purpose of the FCC rule requiring the use of a beep tone during recorded telephone conversations, FCC Chairman George C. McConnaughey has informed Jock Laurence, Washington news correspondent, who requested that the beep-tone requirement be amended [B•T, Dec. 17].

Mr. Laurence, Washington correspondent for several radio stations, delivers news stories to these stations via long-distance telephone. He complained that the beep tone detracted from his news reports and that it should not be required when stations are taping their own stories for later broadcast because both parties to the conversation are aware of the recording.

In his answer to Mr. Laurence, Mr. McConnaughey wrote, ". . . although there may be instances of the use of recorders where the beep tone is not necessary for such purpose, you will appreciate the impracticability of attempting to provide in the tariffs for exceptions to the general rule in order to accommodate these individual situations."

Bruce Robertson, senior editor, takes over as chief of our Hollywood bureau this month. Twenty-four year member of B•T's staff, dean of radio-television reporters, Radio Pioneer, and penetrating analyst, Bruce will cover the world's film capital at a time when film news and tv news are practically inseparable.

Bruce has watched radio grow, falter, and grow again. He has observed as television became the nation's dominant entertainment and advertising medium. He has reported what he saw in forceful, informed prose. He writes with authority. He knows Madison Avenue, Michigan Blvd., Pennsylvania Ave., Hollywood and Vine, and Main Street.

Men like Bruce Robertson help make B•T essential weekly reading for the radio-television fraternity. B•T's staff of 60, the largest in the field, tells the whole story on time. Readers get first-hand information and advertisers get their money's worth.

Executive and Publication Headquarters
B•T Bldg., 1735 DeSales St., N. W.,
Washington 6, D. C.

Only vertical news magazine in the field with ABC membership.

FTC Approves Consent Order On Anahist Co. Ad Allowances

THE Federal Trade Commission last week adopted a hearing examiner's initial decision and approved a consent order prohibiting Anahist Co., Yonkers, N. Y., from giving special allowances to some of its customers for radio-tv advertising without making such allowances available to all customers.

Anahist Co. originally was charged along with Bymart-Tintair Inc. and Johnson & Johnson (the latter two also have entered into consent agreements) for giving special allowances to United Cigar-Whelan Stores for advertising on the drug firm's tv programs without making comparable allowances available to other customers [B•T, March 12, 1956]. Consent orders are for settlement purposes only and do not constitute admissions of law violations.

Tele-Broadcasters' Fifth Buy Among Three Sales Authorized

AMONG station sales approved by the FCC last week was the $302,536 purchase of KALI Pasadena, Calif., by Tele-Broadcasters Inc. KALI is 1430 kc with 5 kw. Tele-Broadcasters (H. Scott Killgore) owns WKXL Concord, N. H.; WKXV Knoxville, Tenn.; WPOP Hartford, Conn.; KUDL Kansas City, Mo.

Other transfers approved last week:

WYZE Atlanta, Ga.—from Greater South Broadcasting Co. to Atlanta Broadcasting Co. Price: $125,000. Daytimer WYZE is 1480 kc with 5 kw. Atlanta Broadcasting Co. is a newly formed company mainly comprised of local businessmen.

WATG-AM-FM Ashland, Ohio, to Radio Ashland Inc. for $112,000. WATG is 250 w outlet on 1340 kc. WATG-FM is Class B outlet on 101.3 mc. Radio Ashland is comprised of Charles D. Calhoun, former chief engineer, WLOH Princeton, W. Va.; Charles Winick, Queens College, N. Y., instructor, and Lewis Clarkin Roche, electronics technician.

Three Parties Reach Agreement For Port Arthur, Tex., Ch. 4

WAY was cleared for the Port Arthur, Tex., ch. 4 grant to be made—after more than four years of competition for the vhf channel—when agreement was reached among three applicants for the grant to go to Port Arthur College (KPAC).

Arrangements, filed with FCC last week, call for Jefferson Amusement Co. and Smith Radio Co. (KPBX Beaumont) to withdraw applications. Following the grant, half of the new tv license will be turned over by Port Arthur College to Jefferson Amusement Co. Smith Radio Co. (Joe B. Carrigan and James K. Smith) are to be paid $75,000 for expenses. The protracted prehearing controversy—involving court appeal—was over eligibility of Jefferson Amusement Co. to participate in the hearing. Port Arthur College and Smith Radio claimed Jefferson filed too late to be a party, but the court ruled otherwise.

Tropospheric Comments

CONSENSUS that specifics about tropospheric forward scatter, using uhf frequencies, should be aired in the FCC's above-890 mc allocation study was inherent in comments filed last week in answer to an FCC request for ideas on how forward scatter might be used. Comments on allocations above 890 mc are due Feb. 4, with a hearing scheduled for April 1.

In discussing possible scatter uses, several of those filing indicated the circuits would be used where economics dictate—overwater, to traverse forests or jungles, and in remote areas of the world. Filing comments were RCA, Federal Telecommunication Labs., Motorola, Eitel-McCullough, National Committee for Utilities Radio, Central Committee on Radio Facilities of American Petroleum Institute and Aeronautical Radio Inc.

Jack Benny Loses Court Appeal To Allow 'Gaslight' Skit on Tv

ACTOR Jack Benny lost his appeal from a ruling of the Federal District Court in Los Angeles which restrained him from telecasting a satire on the MGM movie "Gaslight." He had planned to use the skit on his CBS-TV program four years ago and did it once on CBS Radio.

The U. S. Court of Appeals at San Francisco ruled "a burlesque presentation is an infringement of copyright" and explained "that a serious dramatic work . . . copied practically verbatim and then presented with actors walking on their hands or with other grotesqueries does not avoid infringement."

Willow Springs, Mo., Am Granted

AN am grant for Willow Springs, Mo., was made by the FCC to Robert F. Neathery last week after more than a year's deliberation. The grant is for 1330 kc, 500 w daytime. Mr. Neathery filed for the facility in October 1955 with the application under consideration ever since because of possible duopoly. Other Neathery Missouri stations are KWPM-AM-FM West Plains, KALM Thayer and 50% of KBHM Branson. Commissioners Hyde and Bartley dissented from the Willow Springs decision. Both favored a hearing.

KVNU Files for Logan Ch. 12

KVNU Logan, Utah, last week filed a television application with the FCC requesting ch. 12 in that city. The proposed tv station would operate with an effective radiated power of .955 kw (directional antenna), antenna height of 760 ft. below average terrain (250 ft. above ground). Estimated costs: $49,000 for construction, $30-$40,000 for first year operation. KVNU principals include Herschel and Reed Bullen, the former a real estate broker, the latter general manager of KVNU.

FCC Stays KOVR (TV) Grant To Move Location of Transmitter

KCCC-TV Sacramento, Calif., which had protested a proposed transmitter site move by ch. 13 KOVR (TV) Stockton, Calif. [B•T, Sept. 24, 1956], was ruled by the FCC last week to be a party in interest, and the Commission stayed its Nov. 8 grant of KOVR's application to move pending a hearing on the protest.

KOVR proposed to move from its present location on Mt. Diablo to Butte Mt., about 40 miles farther away from San Francisco, and said it would afterwards secure ABC affiliation. Ch. 40 KCCC-TV charged among other things that the move would deprive Stockton of its only tv station causing about three million people to lose KOVR's Grade A and B services.

KCCC-TV said it would gladly take KOVR's channel at its present location and filed an application (returned by the FCC) for the Stockton facility. KCCC-TV, an ABC affiliate, said that if the move is allowed to take place it will lose its affiliation to KOVR and be forced to go off the air.

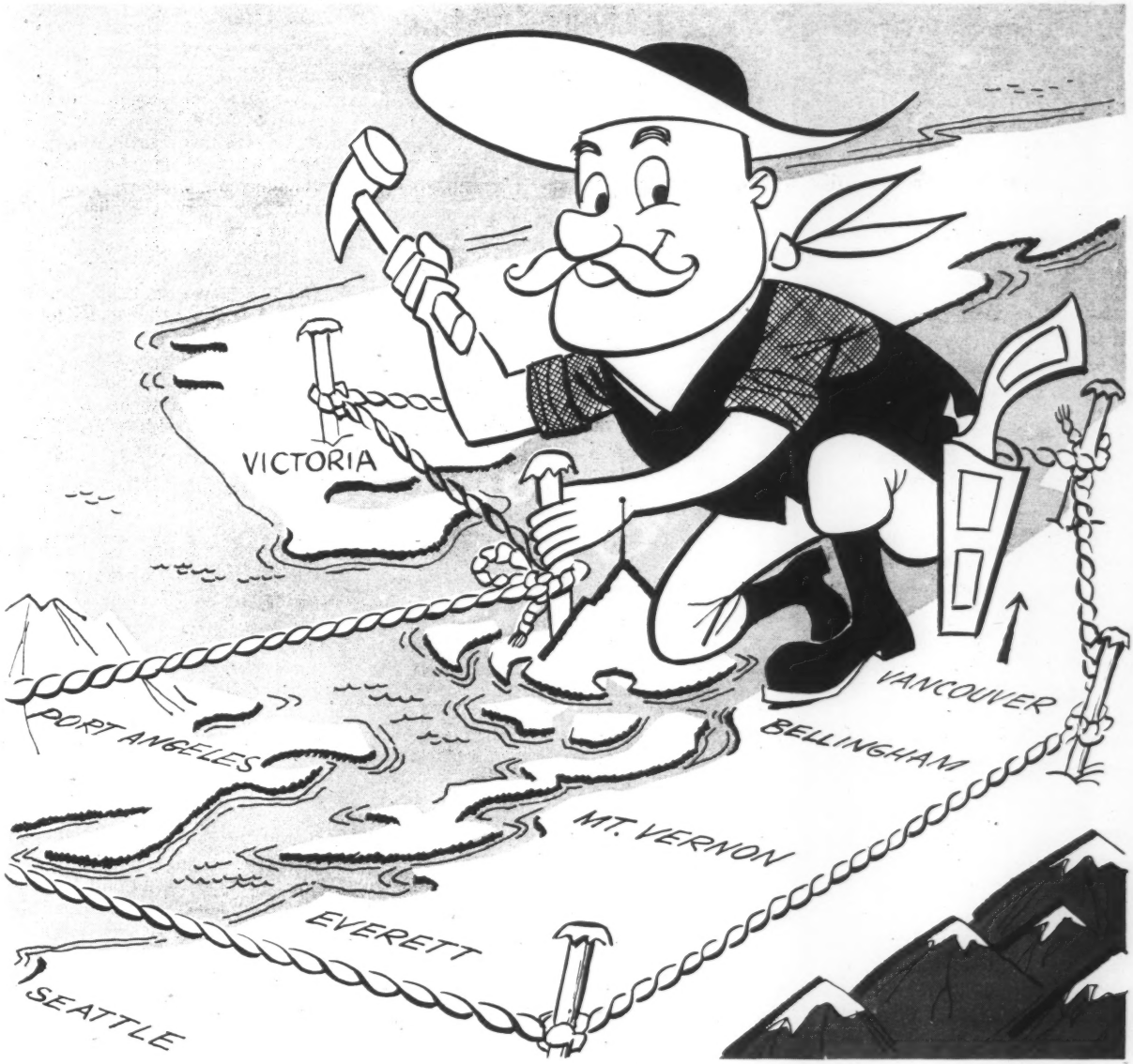
Daly Appeals Equal Time Ruling

LAR DALY, Chicago presidential candidate on an America First platform, has filed an appeal in the U. S. Appeals Court in Chicago against FCC actions last April and October denying him equal time rights under Sec. 315 of the Communications Act. Mr. Daly claimed he was a legally qualified candidate in Illinois, Indiana and Montana during the primaries and afterward and that the FCC failed to rule that he was entitled to equal time on radio and tv stations. He asked that the FCC rulings be set aside. The Commission last year told Mr. Daly that as far as it could learn he was not a legally qualified candidate and therefore could not demand equal time on broadcast outlets under the Sec. 315 provisions of the Communications Act.

WRUL Now Stands Alone

THE FCC has announced that with the discontinuance by General Electric Co. of its international broadcast station KGEI San Francisco, only one privately-owned international station—WRUL Boston—is still operating in the U. S. KGEI terminated operation as of Dec. 1, 1956.

Other privately-owned international stations are under lease to the Voice of America. These stations (owners in parentheses) are: WLWO Bethany, Ohio (Crosley); WNBC Bound Brook, N. J. (NBC); WDSI, three transmitters in Brentwood, N. Y., three in Wayne, N. J. (CBS); WGEO Schenectady, N. Y. (GE); KCBR Delano, Calif. (CBS), and KNBH (formerly KRCA) Dixon, Calif. (NBC). Stations on the east coast broadcast VOA programs to Europe; west coast stations to the Far East. WRUL, with transmitters at Scituate, Mass., is underwritten by foundation funds and some of its time is leased by the VOA.



WE'RE STAKING OUT OUR RICHEST CLAIM YET!

MAXIMUM-POWER is the word! MAXIMUM-POWER from our half-mile high tower to our entire Puget Sound area . . . reaching into the homes of over 300,000 people who boast of one of the highest per-capita incomes in the World! (and we're not counting over 1,000,000 of our British Columbia Cousins who like us *the most.*)*
We'll "Placer with Power" . . . so stake your claim now in our entire Puget Sound Area.

**International Surveys Inc.*

REPRESENTED NATIONALLY BY FORJOE

KVOS TV

CBS

studios in Bellingham, Washington

The *of paid circulation*

The surest barometer of reader acceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

Program Ethics Rise, Bronson Tells Meeting

SELF-REGULATION by broadcasters has brought station and network programming to a higher ethical level but the industry still welcomes criticism by educators, clergy and others, delegates to the Speech & Theatre Conference in Chicago were told.

Edward H. Bronson, NARTB director of tv code affairs, told the conference that more than 17,000 hours of tv time were monitored in 1956, covering the three networks and 104 individual stations. He said tv criticism is more often aimed at quantity rather than quality of commercials, with a relatively few stations responsible for most of the "chronic departures" from code advertising provisions. Mr. Bronson spoke at the Dec. 28 session of the conference.

Stockton Hellfrich, NBC continuity acceptance manager, said radio and tv broadcasters by and large are doing a conscientious job of self-regulation. Gordon Davis, manager of KYW Cleveland, said tv as a growth medium is naturally marked by "excesses as well as triumphs." He deplored audience apathy toward public service programming.

RCA-NBC executives told a panel session that color tv's impact has opened broad new horizons in programming, advertising and sales. Elmer Nichols, advertising and promotion manager, RCA Victor Distributing Corp., Chicago, said color tv has "advanced as far in two years as black and white television did in five" and reported there are more than 8,000 sets in use in metropolitan Chicago at present. He predicted increases in local color tv set sales and programming.

Advertisers have evidenced a "growing awareness" of color, not alone in television but also in their product lines, Howard W. Coleman, color sales development manager of WNBQ (TV), reported.

Betty Ross West, public affairs and education supervisor of WNBQ-WMAQ, said that "the advent of color brought new dimension, new scope, and new excitement to our public and educational service programming," with a new look in thinking, attitude and delivery of participants.

Alliance of Tv Film Producers Now NARTB Tv Code Affiliate

MEMBERS of the Alliance of Television Film Producers last week became affiliates of the NARTB Tv Code, bringing a substantial portion of tv film producers into the code structure. The action followed several months of negotiations [CLOSED CIRCUIT, Dec. 17].

G. Richard Shafto, WIS-TV Columbia, S. C., Tv Code Review Board chairman, said the action "extends significantly our industry's voluntary effort to provide program fare consistent with the preferences and tastes of millions of American television homes."

Maurice Morton, vice president of McCadden Corp. and chairman of the alliance's ethics committee, said the action was taken "to insure unanimity of ethical standards throughout the television industry and thus avoid possible confusion of multi-codes at various levels."

The agreement specifies that alliance members will have a non-voting representative sitting at code board meetings when tv film production problems or code changes are scheduled for review. Alliance members will use the tv code as a guide in future productions and will have a special seal indicating voluntary compliance. This seal does not remove broadcaster responsibility to preview film product before scheduling but offers assurance that special care has been taken in the original production. The seal can be removed for code violation.

NARTB's code staff, directed by Edward H. Bronson, will serve affiliates in an advisory capacity, a function performed for station-network subscribers. Mr. Morton has been named by the alliance for code liaison. Indoctrination meetings for affiliates will be scheduled.

The code board will meet Jan. 15 in New York.

Department Store Tv Technique To Be Topic of Chicago Ad Meet

SELECTION of the "right formula" for department store use of television as a major medium and effective downtown store promotions will be discussed by agency and client representatives at the fifth annual Retail Advertising Conference in Chicago's Palmer House, Jan. 19-20.

Various facets of retail advertising will be explored during the two-day meeting, cofounded by Budd Gore, retail advertising manager of the *Chicago Daily News*, and Ralph Heineman, head of the advertising service firm bearing his name.

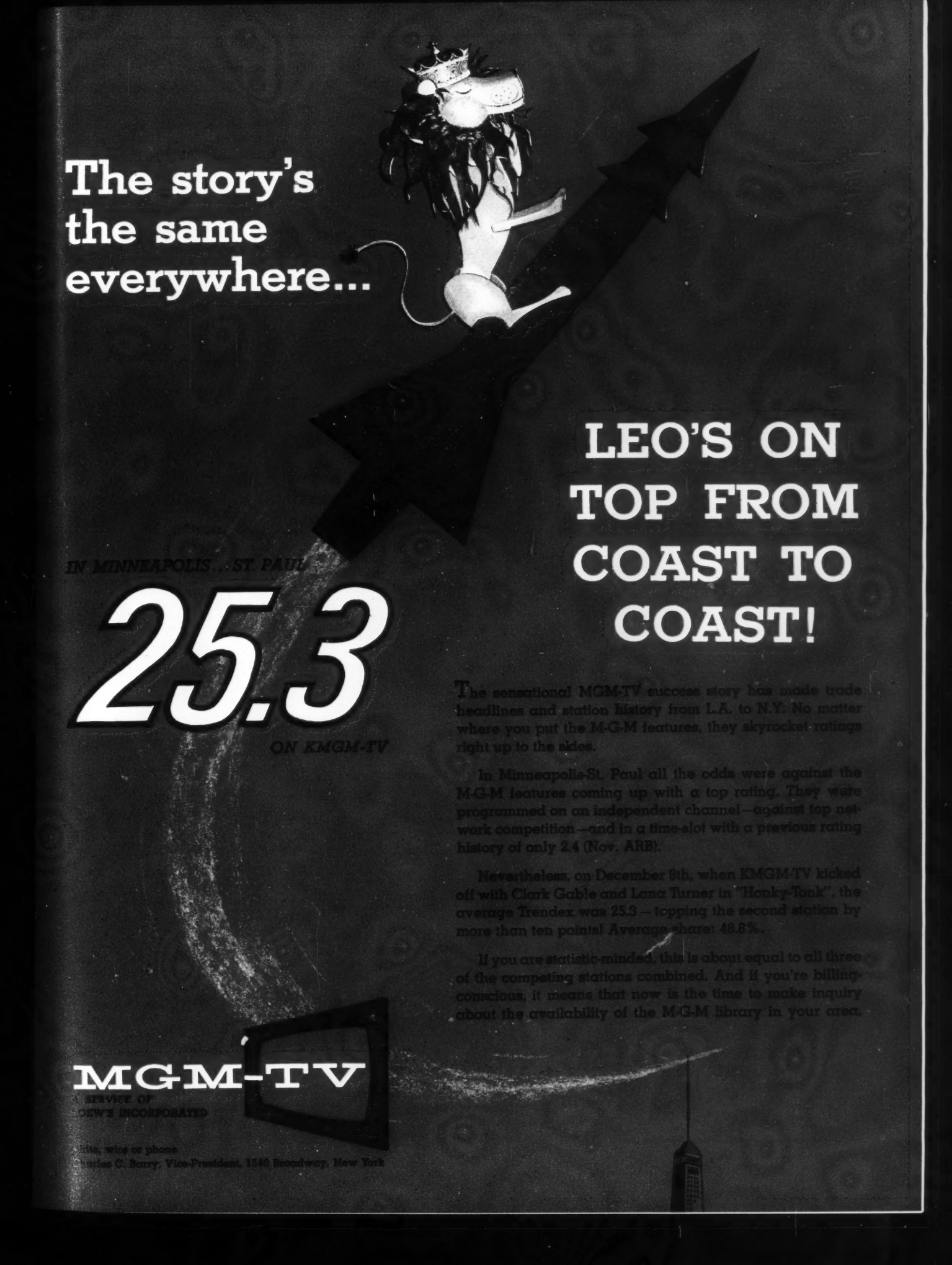
Successful use of tv will be covered by John Green, advertising manager of Fowler, Dick & Walker, Wilkes-Barre, Pa., who will summarize his store's experience with the visual medium, using slides, films and figures. Effective downtown store promotion in Detroit and Chicago, including utilization of radio, will be canvassed by George B. Bogart, vice president and Chicago office manager of Calkins & Holden Inc., advertising agency.

Among other speakers scheduled are T. H. Strauss, president of Strauss, Goldman & Goldman Inc. (gift wraps) and former Dallas radio sales executive; G. Herbert True, assistant professor of marketing at U. of Notre Dame and creativity specialist, and James D. Gershman, vice president in charge of New York office of Harshe-Rotman Inc., public relations firm.

Georgia Institute Jan. 23-25

THE 12TH ANNUAL Georgia Radio & Television Institute will be held Jan. 23-25 at the Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. The Grady School and the Georgia Assn. of Broadcasters are sponsoring the event.

W. Newton Morris, WMLT Dublin and first vice president of the GAB, is institute chairman. Members of the institute committee are George Patton, WBML Macon; W. C. Woodall, WDWD Dawson; A. D. Willard, WGAC Augusta, and, *ex-officio*, John E. Drewry, dean of the Grady School.


The story's the same everywhere...
LEO'S ON TOP FROM COAST TO COAST!
IN MINNEAPOLIS...ST. PAUL
25.3
ON KMGM-TV
The sensational MGM-TV success story has made trade headlines and station history from L.A. to N.Y. No matter where you put the M-G-M features, they skyrocket ratings right up to the skies.
In Minneapolis-St. Paul all the odds were against the M-G-M features coming up with a top rating. They were programmed on an independent channel—against top network competition—and in a time-slot with a previous rating history of only 2.4 (Nov. ARB).
Nevertheless, on December 8th, when KMGM-TV kicked off with Clark Gable and Lana Turner in "Honky-Tonk", the average Trendex was 25.3 — topping the second station by more than ten points! Average share: 48.8%.
If you are statistic-minded, this is about equal to all three of the competing stations combined. And if you're billing-conscious, it means that now is the time to make inquiry about the availability of the M-G-M library in your area.
MGM-TV
A SERVICE OF LOEW'S INCORPORATED
Write, wire or phone
Charles C. Barry, Vice-President, 1540 Broadway, New York

Industry to Observe Farm Broadcasting Day

FARM SERVICES offered by radio and television stations will be given recognition by the industry with the first Farm Broadcasting Day, to be held Feb. 2 under the joint sponsorship of NARTB, National Assn. of Tv & Radio Farm Directors and the U. S. Dept. of Agriculture.

Idea for such a "day" was first discussed at the 13th annual convention of the NATRFD last November in Chicago [B•T, Dec. 3]. The farm directors appointed a committee to plan the day, composed of Chairman C. W. (Jack) Johnson, KCMO Kansas City; Donald G. Lerch Jr., Washington agricultural specialist, and Layne Beatty, chief of the Dept. of Agriculture radio-tv service. President Harold Fellows of the NARTB and Joe Sitrick, NARTB manager of publicity and informational services, are working closely with this committee.

Mr. Lerch said that a definite effort is being made to tie in the farm directors' program with station management in promoting Farm Broadcasting Day. He stressed the three important services which farmers want most and receive from radio and tv stations—weather, farm news and market reports.

"We hope to broaden the basis of understanding and appreciation of the important services provided (to farmers and the general public alike) by farm broadcasting," Mr. Lerch said in pointing out that Farm Broadcasting Day would be directed as much toward city dwellers as the rural population.

President Fellows sent a letter, dated Dec. 28, to radio and tv stations announcing NARTB's participation in Farm Broadcasting Day and urging stations to participate in any way they see fit. The letter offered a free promotion kit containing a sample news release, sample proclamation for mayor or other officials, list of program and promotion ideas, sample scripts, spot announcements, free films, laudatory statements from industry and government leaders and background data.

Judging from the response by stations to the letter—with the NARTB receiving over 300 requests for the kit in "the first few days" following the letter—the first Farm Broadcasting Day will be an "outstanding success," according to Mr. Fellows.

NATRFD President Jack Timmons, KWKH Shreveport, plans a similar letter to all members of his organization to promote the special observance.

NBC Radio plans to participate with a special program on its Saturday *National Farm and Home Hour*. Among prominent persons who will participate in Farm Broadcasting Day through recorded statements are Secretary of Agriculture Ezra Taft Benson, congressional agricultural committee chiefs, national farm organization heads, a commissioner of the FCC and possibly President Eisenhower.

Appropriately enough, Farm Broadcasting Day will fall on Ground Hog Day, which according to custom, gives an insight on the type of weather (of vital interest to farmers) for the next six weeks.

NOW
DO-IT-
YOURSELF
ADVERTISING
ANNOUNCEMENT
FROM tpa
see page 57

March IRE Convention Shortens Long Distance to Its Exhibitions

AT LEAST 50,000 radio engineers and scientists are expected to attend the mammoth annual Institute of Radio Engineers' national convention and engineering show to be held March 18-21 in New York, and for which plans already are underway.

The sessions next spring will mark the end of the long trek by subway and bus which engineers have had to make from the Waldorf-Astoria in midtown Manhattan to the Kingsbridge Armory in the Bronx, as they shuttled between technical sessions and exhibits. The March 18 convention-exhibit will be held at the Waldorf-Astoria and the huge New York Coliseum less than a mile away.

The IRE's technical program committee is setting up 55 technical sessions, 33 to be held at the Waldorf and 22 at the Coliseum. All four floors of the Coliseum will be available for the 840 exhibitors. Registration will be handled on arrival at either the hotel or the Coliseum. Fees are $1 for IRE members and $3 for non-members.

NARTB Membership Now 2,126, Fellows Reports at Yearend

MEMBERSHIP of NARTB reached a new high as the association entered 1957, rising to 2,126 members, according to President Harold E. Fellows. A net gain of 117 am stations brought that total to 1,354, with 42 tv additions bringing that group to 320 members. Six fm stations were added, for a total of 328. There are four am and three tv network members plus 117 associates.

Mr. Fellows termed an 8% increase in radio advertising over 1955 the "greatest percentage advance since 1948." He found further evidence of radio's good health in the sharp increase in set purchases, especially portable transistorized types, fm sets and clock radios.

Tv viewing has reached nearly 1.5 billion home hours per week, according to Mr. Fellows. He said viewing now occupies more time than any single activity except working or sleeping for the average viewer.

Ruth Jones Before RTES Seminar

RUTH JONES, broadcast media supervisor at J. Walter Thompson, New York, is scheduled to speak on the topic of working with station representatives and managers from the timebuyer's viewpoint tomorrow (Monday) at a timebuying and selling seminar to be held by the Radio & Television Executives Society at the Shelton Hotel in New York.

FCBA Announces 1957 Officers, Executive Committee Nominations

THE committee on nominations of the Federal Communications Bar Assn. has announced nominations for officers and executive committee memberships for 1957.

Nominated for FCBA officers were George S. Smith, for president; William C. Koplovitz for first vice president; Leonard H. Marks, second vice president; Norman E. Jorgensen, secretary; J. Roger Wollenberg, assistant secretary, and David S. Stevens, treasurer. Harold Mott and Verne R. Young were nominated for three-year terms on the FCBA executive committee. The nominations will be submitted at the FCBA's annual meeting, Jan. 11, 1957.

The FCBA annual banquet will be held that night at the Sheraton Park Hotel with Neville Miller toastmaster and with members of the FCC, Congress and the judiciary as guests. Entertainment, furnished by BMI, will include Pearl Chertok, CBS staff jazz harpist Betty Johnson, Don McNeill, *Breakfast Club* m.c.; Eddy Arnold, country music singer, and Joe Venuti, accordionist.

Film Council Nominee Slate Headed by Alfred Goldsmith

NOMINATION of Dr. Alfred N. Goldsmith, consultant to RCA, NBC, and other companies, as president of the National Television Film Council for 1957 has been announced by John J. Schneider, vice president of Lennen & Newell, New York, and incumbent NTFC president.

Others nominated for offices were Lou Feldman, Du Art Film Labs, executive vice president; Sydney A. Mayers, Regent Productions, executive secretary; Sally Perle, Central Casting Corp., general secretary; Marvin Rothenberg, MPO productions, production vice president; Saul Turrell, Sterling Films, distribution vice president; David O'Shea, Weed Television, station vice president; Marshall G. Rothen, Kenyon & Eckhardt, agencies vice president; William J. Reddick, W. J. German Co., laboratories vice president, and Stan M. Cole, Mel Gold Productions, membership vice president.

Curry to Manage RAB Division

JOHN T. CURRY JR., on the sales staff of Radio Advertising Bureau since April of last year and before that sales promotion manager at WEEI Boston, has been named manager of RAB Station Services, succeeding James F. Baker, who resigned Dec. 31, it was announced last week by RAB Station Services Director Arch L. Madsen.

S. C. Assn. to Meet Jan. 16-17

THE ANNUAL convention of South Carolina Radio & Tv Broadcasters Assn. will be held Jan. 16-17 at Hotel Columbia, Columbia, S. C. Wallace Martin, WMSC Columbia, and Charles Pittman, WCOS Columbia, are co-chairmen of the convention. Harold R. Krelstein, WMPS Memphis, will be a speaker.

you don't just *LEAP..*

Unlike this gentleman, we consider it foolhardy to plunge into anything without first having all the facts in hand.

When we make sales calls, intelligent advance preparation stands behind them. It's a ruling premise of successful representation for successful television stations.

Knowledge of advertisers' problems and station background is not only important, but necessary to the salesman eager for and interested in getting the most for the stations he represents.

All this — plus hard work and conscientious effort for a *limited* group of stations — add up to an outstanding calibre of performance. What it means in profitable results is, we think, worthy of examination by others.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro/Winston-Salem* ***WTPA*** *Harrisburg*
WDAF-TV *Kansas City* ***WHAS-TV*** *Louisville* ***WTMJ-TV*** *Milwaukee*
WMTW *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

New York Chapter of ATAS Urged To Back Tv Workshop for Writers

A PROPOSAL that the New York chapter of the Academy of Television Arts & Sciences sponsor a tv workshop that would develop and encourage new and young writers, actors, directors and technicians in the tv field has been made by Nat Hiken, creator-producer-writer-director of *You'll Never Get Rich,* on CBS-TV.

Mr. Hiken noted that there now are only an estimated 250 working comedy writers in tv today and that inevitably a "drying up" process will take place. The creator of the Phil Silvers' filmed comedy series was one of three speakers on Dec. 7 to take up the subject of a tv talent shortage before members of the New York chapter.

Tv writer Rod Serling said his colleagues create in the narrowest scope of any writers in the U. S. today because of taboos imposed by sponsors, agencies and networks. Other problems for the tv writer, he said, are those of identity and economic status. Actor Sydney Blackmer added his plea for the development of a workshop to teach tv acting techniques. Lawrence Langner, producer of *U. S. Steel Hour* on CBS-TV, said he looked forward to the time when tv would reflect the status of the legitimate theatre wherein "its health derives from the freedom to deal freely with all subjects."

Television Programs of America, Inc. brings you your first ANNOUNCEMENT AD

DO-IT-YOURSELF ADVERTISING

with the complete materials on the opposite page, you can make up an advertising announcement for a success story series... a new television film program — America's first "Eastern" — from tpa

TIME REQUIRED: 14 seconds

Any advertising man or woman can put the complete announcement together in 10-15 seconds. Just tear out the opposite page, and separate it into four sections as perforated. Arrange the four sections (which are lettered A, B, C, D) so that they make up the first page of the announcement. Turn these same sections over, and they will form a second page.

A

Advertisement

"MOST MEMORABLE CHARACTER IN AMERICAN FICTION" NOW FOR TV

Television's first "Eastern", Hawkeye and the Last of the Mohicans, based on James Fenimore Cooper's famed Leatherstocking Tales, is the new action drama available to TV sponsors. Hawkeye, called by The Cambridge History of American Literature, *"the most memorable character American fiction has given to the world,"* faithfully recaptures for TV the melodrama of the early Eastern frontier days. It was filmed on location in authentic French-Indian war territory.

Heralded by amusement critics as having excellent "potential for all ages," (Billboard, December 22, 1956), Hawkeye and the Last of the Mohicans presents a hero who is known and loved by all ages, described by The Saturday Review as "the most famous character the world over, in American fiction." Because of the TV series' attention to historical detail and its adult scripting, it is critically acclaimed as all-family fare, "not a juvenile show, but a good show for youngsters."

It stars John Hart as Hawkeye and Lon Chaney as his faithful Mohican friend, Chingachgook, and is distributed by TPA (Television Programs of America, Inc.), 488 Madison Avenue, New York City.

Advertisement

TEAR THIS STRIP OFF

pow!

TPA does it again...

A

TEAR THIS STRIP OFF

OF AMERICA, INC., PRESENTATION

d in Canada in the original French and Indian
be shown for the very first time in any market.

OHICANS

N CHANEY as CHINGACHGOOK

A TELEVISION PROGRAMS

39 half-hour television programs filmed
War country now available locally to

LAST OF THE M

JOHN HART as HAWKEYE ★ LO

TEAR THIS STRIP OFF

!MO

Introducing television's first "Eastern" ... jam-packed with all the action of the overworked "Westerns", but with the new adventure and the fresh excitement

A

ON

A

of the Eastern frontier locale
... in one of the most tense
periods of American life ...

in American fiction" **HAWKEYE**

TIME, JAMES FENIMORE COOPER'S

OHICANS

and LON CHANEY

WRITE, WIRE OR PHONE (smoke signals, sign language and tom-tom beating not acceptable)

tpa

TELEVISION PROGRAMS OF AMERICA, INC.

488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100
Other offices in Chicago, Hollywood and principal cities.

A

featuring "the most memorable character

BASED ON AMERICA'S CLASSIC OF ALL

LAST OF THE M

starring JOHN HART

TO POW-WOW NOW...

iM

DENNING, SARNOFF, GRAHAM NAMED NBC VICE PRESIDENTS

- **Denning continues to administer talent, show pacts**
- **Thomas Sarnoff leaves film branch for Pacific Div.**
- **Graham promotion caps long tenure as Pacific counsel**

ELECTION of three NBC executives to vice presidencies was announced Friday by Robert W. Sarnoff, NBC president.

Elected were James E. Denning, director of the talent and program contract administration department at NBC since November 1955, to vice president, talent and program contract administration; Thomas W. Sarnoff, who resigns as vice president of California National Productions (NBC film subsidiary) to become vice president, production and business affairs, Pacific Div., and Richard H. Graham, RCA's Pacific coast counsel, to vice president, law, Pacific Div.

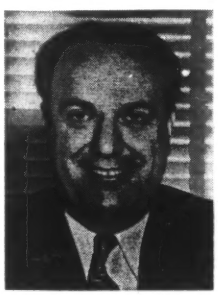
After association with a law firm from 1939 to 1944, Mr. Denning served for three years as secretary and general counsel for Press Wireless Inc. and affiliated companies. Later he joined RCA Communications Inc. as director of industrial relations, moving in 1951 to NBC's legal department as a senior attorney and in January last year was named manager of talent and program contract administration.

Thomas W. Sarnoff, the youngest son of Brig. Gen. Sarnoff, RCA board chairman, and Mrs. Sarnoff, was associated with ABC in Los Angeles in 1949, starting as a floor manager and subsequently becoming assistant director and then assistant to the production manager. He later served as supervisor of sales operations. His next move was to Metro-Goldwyn-Mayer, where he gained film production experience. After joining NBC in 1952, Mr. Sarnoff was assistant to the director of finance and operations in the Pacific Div., advancing to complete responsibility for the post, the title of which was changed to director of production and business affairs.

Mr. Graham was first employed by RCA as an attorney in Febraury 1933. Nine years later he was appointed RCA's Pacific coast counsel. He served with the Navy during World War II.

STABILE LEAVES ABC TO TAKE NBC POST

JAMES A. STABILE has resigned as vice president and general counsel of ABC, and as assistant secretary of the parent American Broadcasting-Paramount Theatres, to join NBC's talent and program contract administration department.



MR. STABILE

He agreed to remain at ABC temporarily pending selection of a successor but hopes to report for his new NBC duties between Jan. 15 and Feb. 1.

Meanwhile, reports were circulating anew last week that John H. Mitchell, vice president and special assistant to AB-PT President Leonard H. Goldenson, would move almost momentarily to the West Coast to take up new responsibilities there [B•T, Nov. 19, 1956]. Mr. Mitchell was vice president in charge of the ABC television network until Robert E. Kintner resigned in a policy dispute with Mr. Goldenson in October when the AB-PT chief took active command of ABC and installed Oliver Treyz, former TvB president, as television network head [B•T, Oct. 22, 1956].

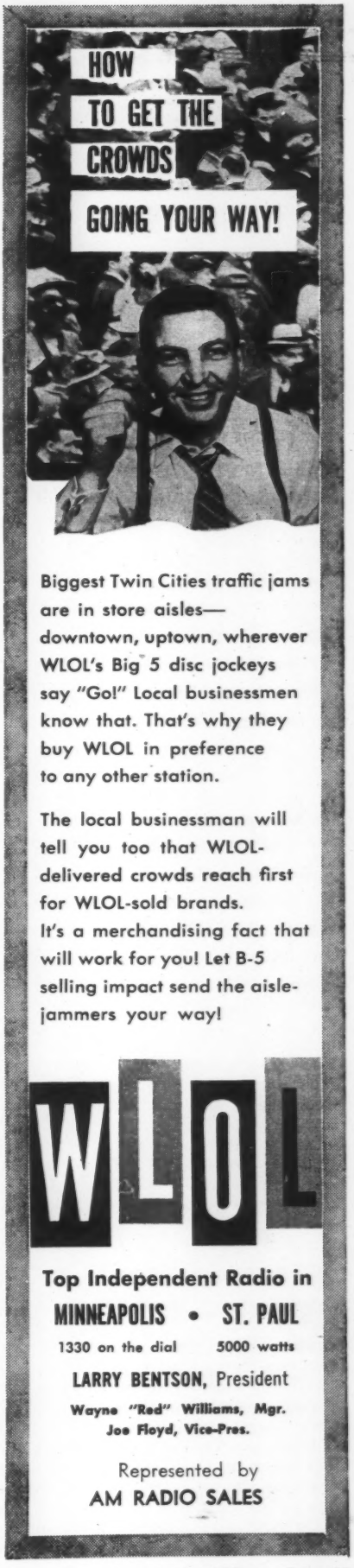
Talent and program negotiations and contracts—the field in which Mr. Stabile will be working at NBC—also came under his direction during his ABC tenure.

Formerly with the Authors League of America and with the William Morris Agency legal department, he moved to ABC's legal department in December 1951. In January 1953 he was named administrative manager of the program department. In March 1954 he became director of business affairs and in January 1956 was named vice president in charge of business affairs. He became vice president and general counsel last May, meanwhile also becoming assistant secretary of AB-PT.

Mr. Stabile is the second ABC ranking official to move to NBC since former ABC President Kintner signed as an NBC executive vice president, but Mr. Stabile's move, it was understood, was not related to Mr. Kintner's presence at the other network. The other ABC executive to move to NBC was Robert Lewine, former vice president in charge of programming and talent, who took up his new duties in NBC's tv program department in mid-December. Mr. Kintner assumed his duties as NBC executive vice president last Wednesday.

Crane-Mounted Tv Camera To Cover Inaugural for CBS

CBS NEWS, which introduced a number of new devices into its electronic coverage of last year's convention and election night round-ups, is slated to unwrap a giant hoist-lift crane-mounted camera and a completely self-contained mobile tv transmitting station to the industry two weeks from today (Monday). At that time, CBS-TV will join the other two tv networks in covering the 48th


HOW
TO GET THE
CROWDS
GOING YOUR WAY!
Biggest Twin Cities traffic jams are in store aisles— downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.
The local businessman will tell you too that WLOL-delivered crowds reach first for WLOL-sold brands.
It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle-jammers your way!
WLOL
Top Independent Radio in
MINNEAPOLIS • ST. PAUL
1330 on the dial 5000 watts
LARRY BENTSON, President
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.
Represented by
AM RADIO SALES

presidential inauguration [B•T, Dec. 17, 1956].

The huge crane operations will be located in front of the Treasury Bldg., to allow the network to give viewers an overhead, one-mile view along Pennsylvania Ave., to the Capitol. The transmitter (including camera and power) is housed in a streamlined 1947 stock car that will precede the Eisenhower caravan down Pennsylvania Ave., again giving a unique close-up of the parade. Eighteen other cameras will be scattered throughout the route area to follow the inaugural procession from beginning to end. Ten top CBS newsmen, including Ed Murrow, Eric Sevareid, Charles Collingwood, Doug Edwards and others, as well as 100 technicians, have been assigned to the project. The network's coverage begins at 11:30 a.m. and will last through that night's inaugural balls.

Philip Morris Country Music Carried Regionally on MBS

PHILIP MORRIS Inc. (for Philip Morris cigarettes), New York, was to sponsor a special 15-state regional lineup of MBS stations last Friday (9-9:30 p.m.), featuring *The Philip Morris Country Music Show* that the firm will have on tour in the South and Southeast.

The first broadcast was to originate from Richmond. Subsequent shows are slated for Fridays, 9:05-9:30 p.m., and will be limited to a 200-station MBS group in West Virginia, Virginia, the Carolinas, Georgia, Alabama, Kentucky, Tennessee, Mississippi, Louisiana, Oklahoma, Arkansas, Florida, the eastern half of Texas and the southern half of Missouri. Philip Morris touring country music shows will open in the South, later expanding to other parts of the country [B•T, Dec. 10, 1956].

N. W. Ayer & Son, Philadelphia-New York, is the agency.

Unsuccessful Quiz Contestant Claims She Was 'Cheated', Sues

SUIT seeking $103,000 in damages was filed last week in the U. S. District Court in New York by a west coast night club dancer and student of astronomy against Entertainment Productions Inc., New York, producers of *The Big Surprise* quiz (NBC-TV, Tues., 8-8:30 p.m. EST) and The Speidel Corp., show sponsor.

Dancer Dale Logue, charged in papers filed by her attorney, Dino Cerutti of New York, that as a contestant on *The Big Surprise*, she was asked "deliberately" a question the producers knew she could not answer and thereby was "cheated out of a chance" to win the show's $100,000 prize. Miss Logue claimed she missed a $10,000 question on the program Nov. 6 after she first had missed it in a "warm-up session" preceding the telecast.

The suit alleged that the "true purpose" of such "warm-up sessions" is to give the producers "a device by which they can eliminate any contestant" by asking questions before the show until they find one the contestant cannot answer. That question, Miss Logue continued, is then used again on the show and the contestant is eliminated.

As an alternative to the $103,000 in damages, Miss Logue asked for a court directive restoring her as a contestant on the program.

Steven Carlin, executive producer of Entertainment Productions Inc., described the allegations as "ridiculous and hopeless." He said the question asked of Miss Logue after she had reached the $3,000 level had been written in cooperation with the *Encyclopedia Britannica* two and a half weeks before Miss Logue's second appearance. He said the purpose of the "warm-up sessions" is to help contestants feel at ease by providing an opportunity to them to discuss their subjects "in a general way." He added that if these discussions touched on a question later asked on the program, "it would be coincidental."

ABC Execs, Affiliates Plan Miami Meetings

ABC NETWORK officials and managers of the nine ABC-owned radio and television stations will meet Jan. 15-18 at Balmoral Hotel in Miami Beach for an exchange of ideas on programming, sales methods, and general improvement of station operations.

Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, will open the four-day meeting on Jan. 15. James G. Riddell, president and general manager of WXYZ Inc. (WXYZ-AM-FM-TV Detroit), will preside throughout the sessions.

Network representatives slated to attend are Mr. Goldenson; Simon B. Siegel, ABC treasurer; Oliver Treyz, vice president in charge of the tv network, and Don Durgin, vice president in charge of the radio network. Messrs. Goldenson, Treyz, and Durgin also will outline the radio and tv networks' plans for the 1957-58 season.

Station representatives include Mr. Riddell; John Pival, vice president in charge of WXYZ-TV; Harold L. Neal Jr., vice president in charge of WXYZ Radio; Robert Stone, general manager of WABC-TV New York; Stewart Barthlemess, general manager of WABC Radio; Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago; Matthew Vieracker, general manager of WBKB; Selig J. Seligman, general manager of KABC-TV Los Angeles, and John S. Hansen, general manager of KABC Radio.

The board of governors of the ABC Television Affiliates Assn. will meet with ABC executives in Miami on Jan. 19, it was announced last week by Fred Houwink, WMAL-TV Washington, chairman of the affiliates group. Mr. Houwink said that preceding this meeting, the board would convene in a closed session on Jan. 18.

All members of the affiliates board will attend the board's meetings in Miami, said Mr. Houwink. Other members include Joseph Bernard, WGR-TV Buffalo; Donald Davis, KMBC-TV Kansas City; Joseph Drilling KJEO (TV) Fresno, Calif.; Joseph Headky, KCRG-TV Cedar Rapids, Iowa; Joseph Herold, KBTV (TV) Denver; Harry LeBrun, WLWA (TV) Atlanta; Robert Lemon, WTTV (TV) Bloomington, Ind., and Willard Waldbridge, KTRK (TV) Houston.

Purpose of the affiliates board meeting, according to Mr. Houwink, is to develop plans "to further strengthen the ABC television network and the ABC television affiliates." He said that the meeting dates had been selected to enable the affiliate group to participate in ABC program and sales planning activities now underway for next season. He added that the meetings would provide a means for "ABC's new top executive team, headed by Leonard Goldenson and Oliver Treyz, to get a firsthand reaction from the television affiliates."

'Tribune' Color Photographs Taken From NBC-TV Telecast

CHICAGO TRIBUNE last week took advantage of color television in publishing a series of Tournament of Roses pictures recorded off a color tv receiver in cooperation with NBC-TV, a few hours after the actual parade.

Noting that time and space precluded use of film exposed on the scene, the *Tribune* claimed that while the framed horizontal images "served to remind viewers that they were seeing a picture of a picture," they only served to "emphasize rather than obscure the pioneering nature of this feat." The newspaper lauded work of its photographers, engravers, stereotypers and pressmen and expressed gratitude to NBC for cooperation, but the pictures left something to be desired in clarity.

As far back as Jan. 2, 1954, the *Minneapolis Star* ran a five-column, front-page color photo of a scene from the New Year's Day Pasadena Tournament of Roses as received over a 12½-in. monitoring screen in the studios of KSTP-TV Minneapolis-St. Paul from the NBC-TV colorcast of the event. [B•T, Jan. 11, 1954].

NBC-TV to Pay $3 Million For Additional 'Dragnet' Films

ACTOR-PRODUCER Jack Webb last week revealed that despite his differences with NBC-TV over advertising and promotion of his *Dragnet* and *Noah's Ark* programs, he has agreed to produce another 78 *Dragnet* programs for the network for $3 million.

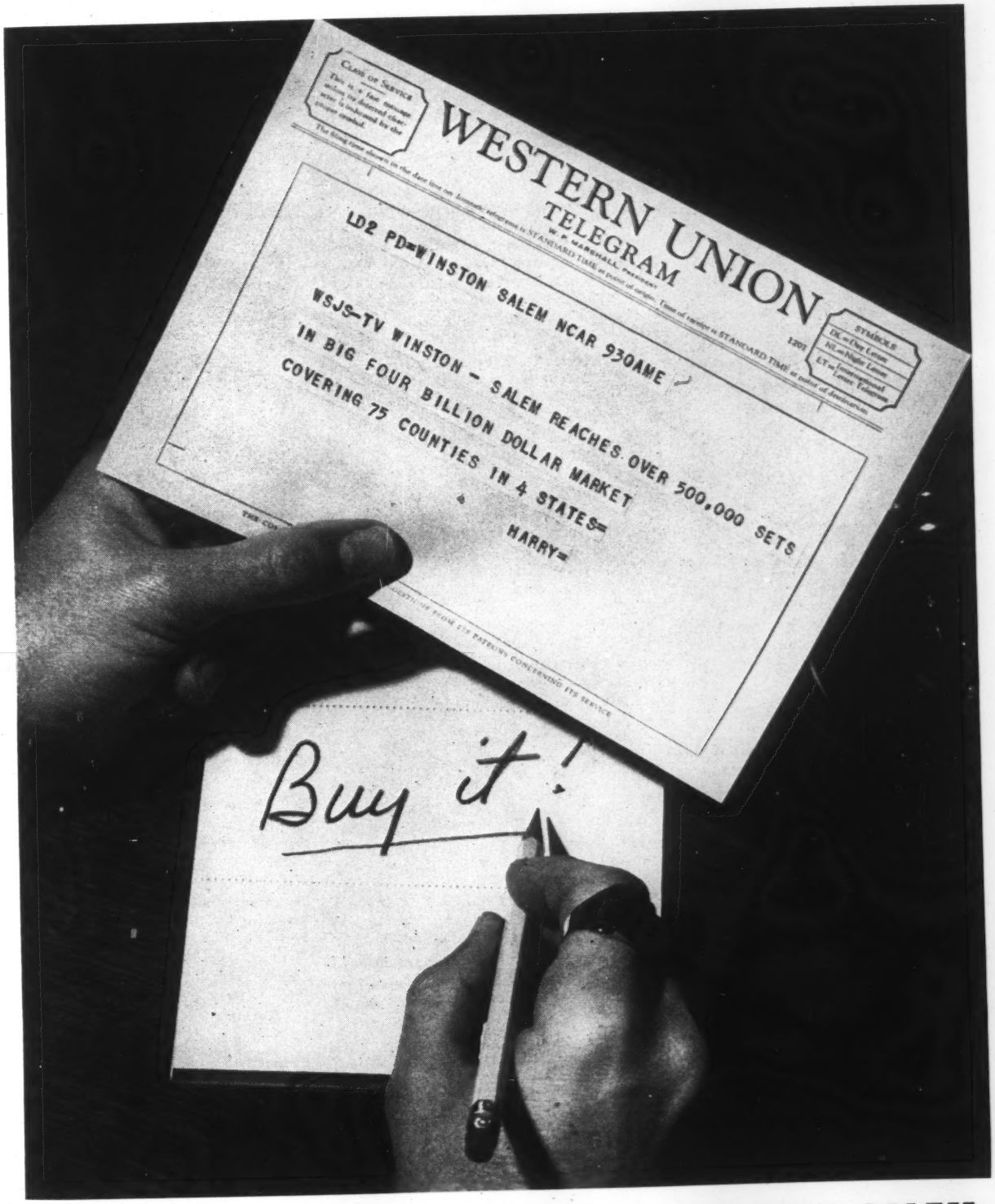
To be produced by Mr. Webb's *Mark VII Ltd.*, the new films will increase the total *Dragnet* episodes to a total of 276. Reruns of the NBC-TV show are being syndicated nationally as *Badge 714* by NBC-TV Films.

Dragnet currently is in its sixth season on NBC-TV and is sponsored by Liggett & Myers Tobacco Co., for Chesterfields on Thursday, 8:30-9 p.m. Agency is McCann-Erickson, New York. *Noah's Ark* began this past fall on NBC-TV in the Tuesday 8:30 to 9 p.m. spot. L&M shares sponsorship with Max Factor Inc. Latter's agency is Doyle, Dane and Bernbach, New York.

NETWORK PEOPLE

Robert Rafelson, former news editor of Far Eastern Network in Tokyo, U. S. Armed Forces Radio & Television Service, to CBS Radio program promotion as copy writer.

Lawrence M. Klee, 42, radio-tv writer, died from a heart attack at his home in Westport, Conn., on New Year's Day.



WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

NBC FIGURES SHOW RECORD-TOPPING '56

- **Tv sales dollars up 22%**
- **Year's highlights stressed**

"MOST SUCCESSFUL" year in the network's history was the verdict stamped on 1956 by NBC in a yearend review of activities that is being released today (Monday). Among the report's highlights:

• Celebration of NBC's 30th anniversary featuring a special convention in Miami Dec. 12-15.

• Total dollar sales volume up for NBC-TV to an all-time high, gaining 22% in the year.

• Number of advertisers on NBC-TV increasing to a new peak of 251.

• Scheduling of major color tv programs on a regular nightly basis; completion of a $12 million color facilities program including a $3.5 million color expansion program authorized for this year.

• Inauguration of NBC Radio's "hot line" news service and a new pattern of five-minute news broadcasts on the hour; an all-time monthly record in net sales, chalking up $7 million in December alone.

• Disclosure by NBC President Robert W. Sarnoff last month that NBC in 1957 will provide national live programming especially for educational tv stations.

• Realignment of its executive structure, creating a new NBC executive council consisting of four new executive vice presidents and a staff vice president.

Also mentioned in the report were the creation of tv's first touring opera company; a broadcast unit (actually in 1955) to coordinate network activity in supplying radio and tv facilities for sponsored political telecasts; programming that included 90-minute color spectaculars, "hit programming," public affairs, educational, news and sports shows.

NBC emphasized a major improvement in its tv business during the daytime hours; its coverage of the political campaigns, conventions and the election, and various milestones in world news coverage including the top action points around the globe . . . the Middle East, Russia and Hungary.

In sales, NBC-TV noted a greater number of advertisers using color, with 36 advertisers sponsoring regular color shows by the year's end, or nearly twice as many as in 1955. Daytime sales were topped by nearly $7 million in new business between Oct. 1 and mid-November, with especially big gains in afternoon program sales noted throughout the year. Sponsored hours in the daytime (7 a.m.-6 p.m. weekdays) increased in their total by 50% between January and December of 1956 (from 12 hours to 18 hours weekly).

The participating programs—*Today*, *Home* and *Tonight*—had all-time high billing levels. A record total of 137 different advertisers bought participations during the year, one fourth of them using network tv for the first time. As of November, more than $6 million in billings for the three programs had been signed for 1957—representing advance orders of nearly 1,000 participation announcements.

Sale of NBC programs to affiliates for resale to local advertisers rose 50% from last January to more than 80 stations. NBC TeleSales produced 183 special kinescoped and closed-circuit presentations for both prospects and regular advertisers on NBC. NBC's Program Extension Plan—for national advertisers to buy time on designated smaller market stations at favorable rates with no decrease in the stations' compensation—completed its first year last November, increasing its total sponsored network time by over 50% on the more than 40 stations participating and with virtually every evening sponsor on NBC-TV taking advantage of the plan.

NBC also noted that 21 advertisers on NBC-TV have sponsored evening programs continuously for the past three years or more. These include Gillette and Kraft Foods, both of them original advertisers on NBC-TV in 1947.

NBC Radio had 74 different sponsors during the year, an increase of nine over the preceding year. The radio network had 199 affiliates, 10 of them outside the continental limits of the U. S. In tv, the number of affiliates grew from 193 to 201 during the year. At the year's end, 132 of the NBC-TV affiliates were able to rebroadcast the network's daily color program schedule, while 49 have equipped themselves for some form of local color broadcasting and 21 for local live color programming.

Combined radio and tv sales of its owned stations increased 19% during 1956 compared with the previous year—radio sales alone increasing 14%. Total radio-tv billings of NBC Spot Sales rose 24%.

NBC also noted the formation of a test-market research laboratory—"Colortown" —in cooperation with BBDO, New York; expansion of its tv network identification from a traditional 5 seconds to 10 seconds during the daytime hours and use of IDS in both prime evening and daytime periods.

In October 1956, the average sponsored evening program on NBC-TV was carried by 118 stations, compared to an average of 101 in October 1955.

NBC-TV Reports 42% Increase For Spectaculars, Special Shows

THE SPECIALS are better than ever this year, NBC-TV reported last week in an analysis showing its spectaculars and special one-shot programs enjoying higher ratings this season than either last year or the year before, when the spectacular concept was introduced.

The special shows—spectaculars and nighttime "one-shots" injected into the regular schedule—also are averaging 42% higher rating than the average of all nighttime shows scheduled on a regular basis on the three networks, NBC asserted. Of 69 NBC-TV spectaculars presented during the last three seasons, the analysis continued, 40% made the Nielsen top ten.

The rating of all special shows on NBC-TV, including spectaculars, is shown as up 16% this year over last. For the spectaculars alone, the gain is placed at 18% and for other specials, 11%. Among individual series, the Bob Hope show is credited with the largest gain 47%. Among the others, it ranges from 1% in the case of Monday spectaculars (when the top-drawing "Peter Pan" is counted among last year's Monday shows) to 17% in the case of Saturday spectaculars.

NBC Holds Radio News Seminar, Emphasizes World-Wide Coverage

A CONFERENCE was held Friday in New York by NBC Radio and attended by 75 radio news editors from affiliates across the nation with emphasis on world-wide news coverage as the main topic.

The day's activities were to be closed with speeches by NBC's President Robert W. Sarnoff, Executive Vice President Charles R. Denny and Vice President Matthew J. Culligan.

During the morning session, news editors were briefed on the network's new "hot line" service and the new hourly five-minute newscasts which begin Jan. 14.

Discussing the new look in radio network news were NBC's Vice President of Public Affairs Davidson Taylor, Director of News William R. McAndrew and News Manager Joseph O. Meyers. Demonstrations of hot line were shown in the afternoon.

Announced on the eve of the conference, was the designation of all such newsmen at 188 NBC Radio affiliated stations as "accredited correspondents for NBC News."

At 9:30 p.m. EST, NBC News commentator Chet Huntley was to moderate a special radio program titled, "Forecast: '57." Regional news editors for NBC and its affiliates were to predict the big stories upcoming in their areas in the new year.

Among those slated to take part in the program: John Thompson, NBC News, Hollywood; Jack Shelley, WHO Des Moines; Frank Eschen, KSD St. Louis; Jim Clark, WWJ Detroit; Frank McGhee, WSFA Montgomery, Ala., and Tom Eaton, WTIC Hartford.

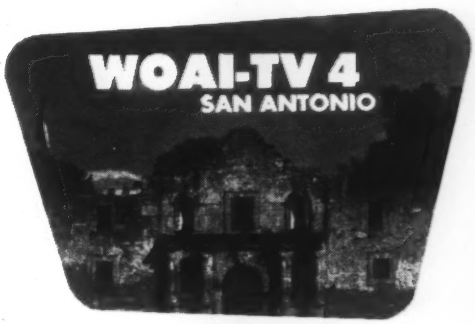
Wanamakers File Five Suits Against Commentator Lewis

FIVE more libel suits asking damages from MBS and Fulton Lewis jr., commentator, were filed last week in connection with a Jan. 6, 1956, MBS broadcast by Mr. Lewis. Plaintiffs are Mrs. Pearl A. Wanamaker, former Washington state superintendent of public instruction, and her husband, Lemuel Wanamaker. Suit against KVI Seattle was filed last month [B•T, Dec. 17, 1956].

MBS affiliates named in three Maryland suits were WCBM Baltimore, WBOC Salisbury and WJEJ Hagerstown. Damage claims asked in federal court totaled $500,000. In Oklahoma the Wanamakers filed suits totaling $300,000 against KOCY Oklahoma City and KGWA Enid.

MGM 1ST RUN THEATER

Every night the premiere of an outstanding MGM hit, telecast in its entirety. Monday thru Friday at 10:30 P.M. and Safurdays at 11:00 P.M. Full 723 picture MGM library, now available on program, partial program or participating basis at low, low rates.



NBC AFFILIATE *Represented Nationally by EDWARD PETRY and COMPANY INC.*

NABET Utilizes Tv To Tell Strike Story

NABET negotiators in Youngstown, Ohio, stalemated in contract discussions with WKBN-AM-TV, turned to television last Wednesday to present the union's story to the public. The union bought time on WFMJ-TV Youngstown, with which it has a contract negotiated last April 30.

The NABET telecast, heard 10:20-10:30 p.m., took a dramatized format as two characters on a park bench discussed issues in the WKBN-AM-TV negotiations. NABET struck the stations some weeks ago. It represents announcers, newsmen, floormen-cameramen and directors. IBEW technicians at the stations also are on strike pending outcome of negotiations.

The telecast characters included a mythical person who told the NABET story of negotiations to an average union member, who in turn described the advantages of belonging to a union.

In a temporary restraining order handed down Dec. 20, Judge Harold B. Doyle laid down strike rules for both union and management. The order had been requested by WKBN-AM-TV after Warren P. Williamson Jr., president-general manager, and Stu Wilson, farm director, had been attacked and beaten Dec. 15 when they attempted to drive through a large group of pickets and loiterers.

The order by Judge Doyle in Mahoning County Common Pleas Court calls on the union to conduct peaceful picketing at two specified station entrances, with no more than three pickets at each entrance at any one time; bans threats against station personnel or persons doing business with the stations, and forbids trespassing on station property as well as congregating or loitering at entrances.

The court directed the plaintiff stations to use ordinary care and reasonable speed in entering or leaving the premises; restrained them from interfering with lawful picketing or lawful activities incidental to the strike and ordered plaintiffs to post $500 bond.

Engineers' Strike Threatened By WQXR-IBEW Disagreement

WQXR New York was threatened by a strike of 15 engineers last week after a session with a federal mediator on Wednesday failed to resolve a dispute centering around the insistence of Local 1212, International Brotherhood of Electrical Workers, that two engineers be assigned at the station's transmitter on an around-the-clock basis.

The station management currently assigns a single engineer at the transmitter in Maspeth, Queens. When the station changed from 10 kw to 50 kw last spring, an arbitrator rejected the union's request for an extra engineer. With the expiration of the present contract on New Year's Eve, the union again sought to have an additional engineer employed at the transmitter, citing reasons of safety as the basis for the demand, but the station demurred.

The union had not implemented its strike threat by late Thursday. There was speculation that if the engineers struck, it might affect the operations of *The New York Times*, which owns and operates WQXR, located in the newspaper building. Other unions at the newspaper and the station have indicated that their members would not cross the engineers' picket lines.

WNBF-AM-TV, NABET Dispute To Go Before N. Y. Mediators

REPRESENTATIVES of WNBF-AM-TV Binghamton, N. Y., and of local 26, National Assn. of Broadcast Engineers and Technicians were scheduled to hold a meeting in New York late last Friday before the state Mediation Board in an effort to settle the five-week old strike at the stations [B•T, Dec. 24, 10, 1956].

Some 34 announcers, engineers and technicians went on strike against the stations Dec. 1 after a dispute that centered mainly around wages and fringe benefits. The stations have maintained their broadcast schedules without interruption, using supervisory personnel initially and later employing replacement personnel, according to George Dunham, general manager of WNBF-AM-TV.

Showmanship with that KENTUCKY FLAIR!

Here you see Dave Garroway driving up to Kentucky's magnificent new $16,000,000 State Fair and Exposition Center—where for two days in September he originated his *Today* show.

In a State that's known for showmanship, Kentuckians look to WAVE-TV for the best in *television* showmanship. Here's the proof:

PROGRAMMING: Two 1956 Surveys* show that WAVE-TV gets *audience preference!*

COVERAGE: WAVE-TV has 66% greater coverage than the second Louisville station because of its low Channel 3, full power and greater tower height (914' above sea level)! 2,437,000 people are served by WAVE-TV in 70 mid-Kentucky and Southern Indiana counties!

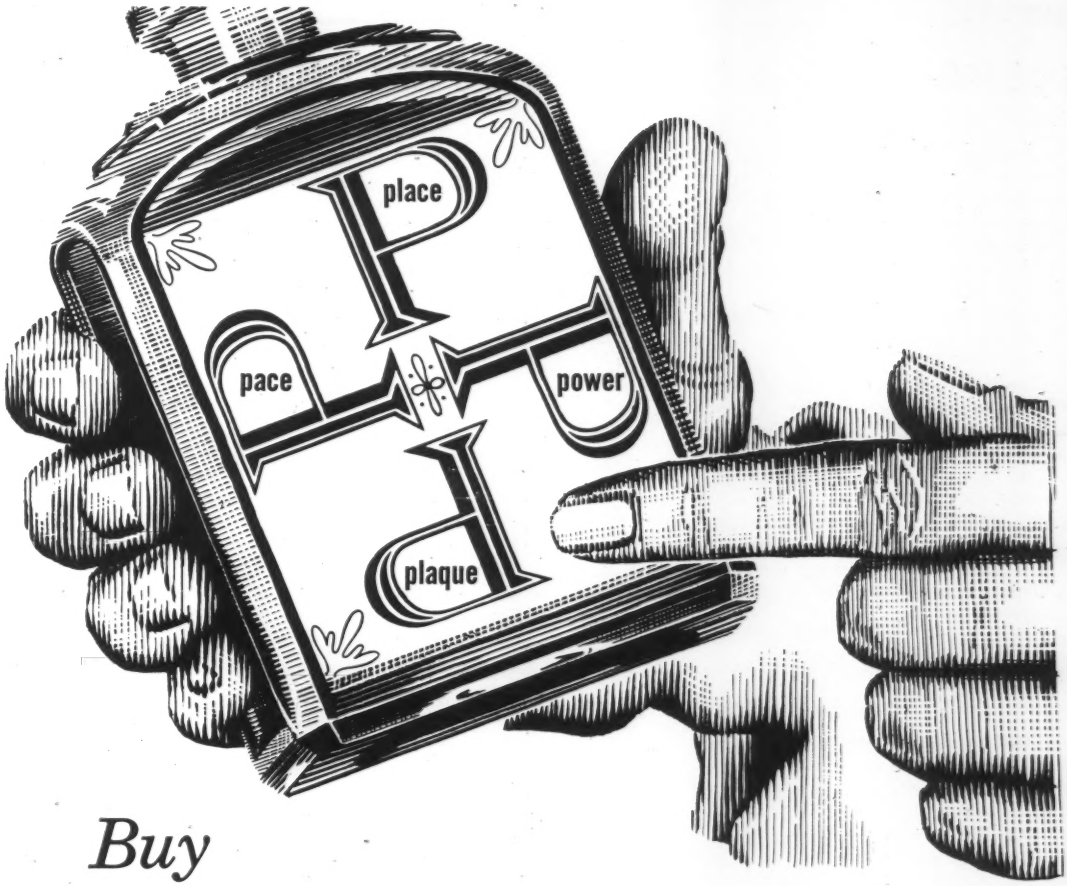
EXPERIENCE: WAVE-TV was first on the air in Kentucky, in 1948. Its experienced crews have the know-how to help your programs *and your commercials sell!*

Let NBC Spot Sales give you all the facts!

*Metropolitan ARB, March, 1956
*ARB Louisville, Feb., 1956

LOUISVILLE'S
WAVE-TV
CHANNEL 3
FIRST IN KENTUCKY
Affiliated with NBC

NBC SPOT SALES
Exclusive National Representatives

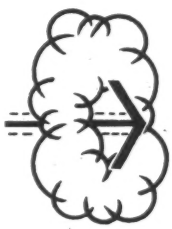


Buy WHIO-TV-- Now With FourP *Added!*

Check your schedules for a place for WHIO-TV, now fortified with the secret additive FourP. Independent scientific research laboratories attest that FourP sells much more than. See scientific breakdown (right).

Place (market-type): Three states, 41 counties, 747,640 TV homes. Retail sales (Sales Management)—$3,361,973,000.

Power: Maximum, with 1104 ft. tower makes us Number 1 station in area.



Pace: WHIO-TV shows set the hottest pace around. Pulse consistently rates us with 13, 14 and even 15 of the top 15 weekly shows.

Plaque: As evidence of our merchandising muscle, Wiedemann Brewing Co., a very big beer in this market, actually awarded us their plaque for "Outstanding Merchandising Service!" Nice!

Add these four items up and you get FourP, and National FourPster George P. Hollingbery will add it up or break it down for you at the sound of the bell. Just ask him.

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's great area stations

TELERADIO O & O'S UP $5.6 MILLION

GROSS time sales on RKO Teleradio Pictures' owned and operated stations—six tv, seven am—in 1956 exceeded the preceding year's total by $5.6 million, Board Chairman Thomas F. O'Neil reported in a statement for release yesterday (Sun.).

The radio stations averaged a 12% gain, with some of those in larger markets up as much as 30% above 1955, he asserted. He foresaw an even greater upsurge for radio generally in 1957.

He did not give a precentage figure for the tv stations, but said all showed "substantial" increases in national spot and local billings and that the three independent outlets—WOR-TV New York, KHJ-TV Los Angeles and CKLW-TV Windsor-Detroit—averaged a 23% increase for the year. Among network affiliates, he said WNAC-TV Boston "made the outstanding showing," leading its local competition in billings in all sales categories and also, he said, "in ratings at all parts of the day."

Mr. O'Neil described the 23% average billing gain among the three independent stations as particularly significant, pointing out that all three rely on feature films for the bulk of their programming. "If anything more were needed to demonstrate the competitive programming power of high-quality feature film product, the record of these three stations certainly supplies it," he asserted.

Part of the reason for the average 12% gain in radio billings, he said, stemmed from a 15% average rating increase for all network-owned stations in 1956.

"The great upsurge of advertiser interest in radio," he continued, "is testimony to the continuing growth and vigor of the medium as a uniquely effective advertising instrument, and indicates that next year should see an even greater acceptance of radio at all levels—national, regional, and local."

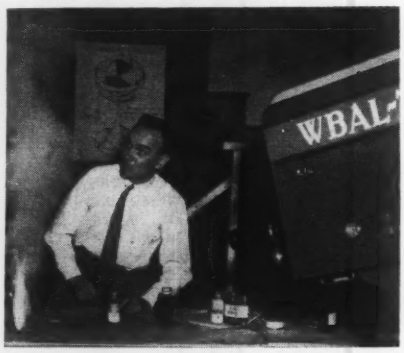
RKO Teleradio stations are WOR-AM-TV New York; KHJ-AM-TV Los Angeles; WNAC-AM-TV Boston; CKLW-AM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; WEAT-AM-TV West Palm Beach, and KSRC San Francisco.

'WORKING WONDERS' DOES JUST THAT

BALTIMORE school-age children (and grown-ups, too) have become hobby conscious the past few months, and *Working Wonders* on WBAL-TV that city has been the motivating force, borne out by the sales successes of its sponsor, the Read Drug Co.

The program, produced by Brent Gunts Productions, Baltimore, is used exclusively to promote hobby and craft items offered by Read's 56 retail outlets. *Working Wonders* pulled over 1,000 mail orders for paint-your-own Christmas card sets in five days. Other sales results:

One commercial produced a complete sell-out of the 720 "Martin Sea-Masters" the sponsor had on hand. Commercials on a crystal radio kit caused Read's to send an urgent wire to the distributor for more kits. Five gross oil paint sets were quickly sold (all that Read had on hand), with five gross more ordered far ahead of the usual time for reordering. Brisk sales of a wide variety of other items have resulted during the initial weeks of the series, according to Frank Fleishman, buyer for Read Drug.



MR. DAVIES demonstrates a principle on 'Working Wonders.'

The Saturday morning 30-minute telecasts cover a wide range of subjects with live demonstrations, film clips and all manner of gimmicks and gadgets to answer such queries as "What causes volcanoes?" "What makes jet plane vapor trails?" "Why is piloting a ship through the Suez Canal so hazardous?" "How does a telephone work?" An abundance of explosions, flashing electricity and the like are carried out by host Mac Davies to illustrate the answers to the above and other questions.

Mr. Davies has an extensive background in science to help answer the questions his viewers send in. He holds both B.S. and M.A. degrees and currently teaches physics and geography at Baltimore Junior College. All demonstrations and explanations presented on *Working Wonders* are prompted by questions from the viewing audience.

The whole motif of the show is that of a friendly meeting in a basement workshop, with all elements of the classroom or laboratory eliminated. The subject of science is approached from the modern application of scientific principles that is easily understood by the layman.

Shunning the use of expensive laboratory equipment, Mr. Davies builds his own demonstrations, using items which would be available in almost every home —balloons, hairpins, umbrellas, etc. Richard Dix serves as straight man on the program, asking questions and summing up significant points of the various demonstrations. He also gives the sponsor's commercials, using films, completed models and live shots of children actually at work with various models and kits.

As Mr. Fleishman puts it: "We like the wonders that *Working Wonders* is working for us."

Don Roberts Forms Representation Firm

FORMATION of a new radio station representation firm to service local stations exclusively was announced Wednesday by Don Roberts, formerly director of radio for ABC Central Div.

MR. ROBERTS

The new firm, to be known as W. Donald Roberts, with headquarters at 203 N. Wabash St., Chicago, will be confined to local low power outlets in a midwest seven-state area including Wisconsin, Minnesota, Iowa, Illinois, Missouri, Indiana, and Michigan, according to Mr. Roberts, and will sell stations individually and collectively. In making the announcement, Mr. Roberts expressed belief that representatives cannot properly "sell power on one hand and local stations on the other."

He reported he has signed an undisclosed number of stations and anticipates commitments by others in the next few weeks.

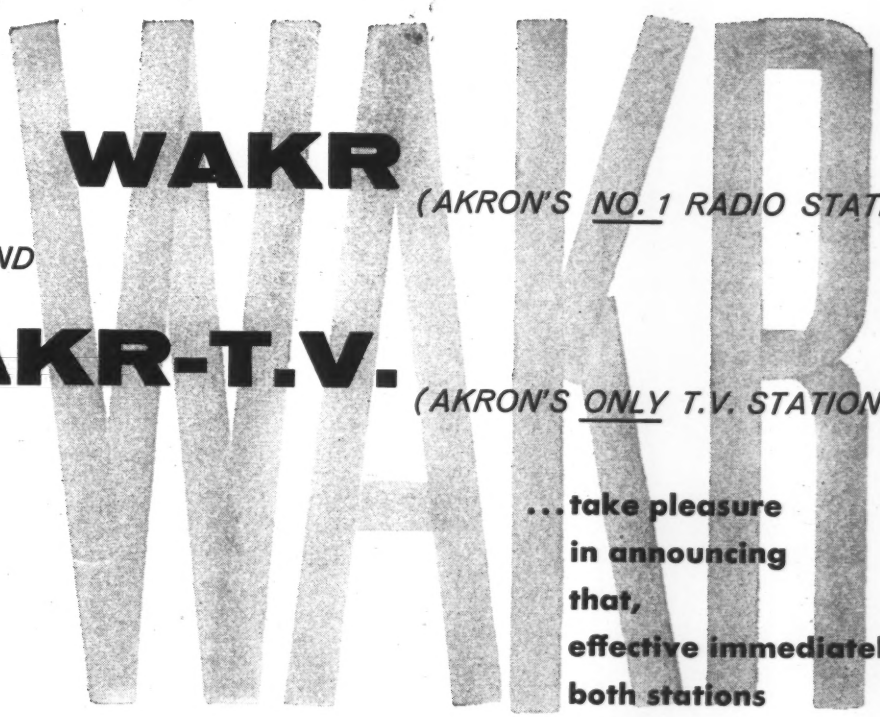
Mr. Roberts was a member of the NBC Spot Sales staff in New York beginning in 1937 and was appointed western sales manager of CBS in 1942. He was a vice president of Sullivan, Stauffer, Colwell & Bayles from 1950-52, when he was named director of Central Div. radio for ABC. He resigned that post early this past year.

Five New Additions Made To Katz Agency Sales Staff

NEW additions to the sales staff of The Katz Agency, representation firm, have been announced by Eugene Katz, president. They are John Gray Bolton Jr., Jack F. Beauchamp and John R. Ginway to tv sales in New York; Allen Hundley to tv sales in Dallas, and Howard J. Stasen to radio sales in Chicago.

Messrs. Bolton, Beauchamp and Ginway will form a new group of "sales trainees" at Katz, obtaining a 12-to-18 month orientation.

Mr. Bolton formerly was a program service representative with CBS-TV in New York, Mr. Beauchamp was a freelance radio and tv announcer in New York and Mr. Ginway was a tv sales service representative with NBC-TV Sales Service. Mr. Hundley joins Katz from MBS, New York, and Mr. Stasen was formerly a media supervisor, Miller Brewing Co., Milwaukee. Mr. Stasen replaces Nick Bolton, who leaves the Katz firm to become commercial manager of WNAX Yankton, S. D.



WAKR *(AKRON'S NO. 1 RADIO STATION)*

AND

WAKR-T.V. *(AKRON'S ONLY T.V. STATION)*

...take pleasure in announcing that, effective immediately, both stations will be represented nationally by...

BURKE-STUART COMPANY INC.

NEW YORK
CHICAGO
DETROIT
LOS ANGELES
SAN FRANCISCO

Burke-Stuart Adds 5, Kerr Heads New Office

IN THE FIRST of a series of expansion moves planned at Burke-Stuart Co., station representative, Ted Oberfelder, president, last Monday announced the opening of a branch office in Detroit and the addition of five executives to the company's staff.

Allan W. Kerr was named manager of the Detroit operation. He formerly was manager of NBC Spot Sales in that city and earlier had been with the Hollingbery Co. and WCBS New York.

Gene Alnwick, formerly chief timebuyer with C. J. LaRoche Co., New York, and Lionel Furst, previously media buyer at Dancer-Fitzgerald-Sample, New York, have been added to the New York office as account executives. In line with the expansion program, Burke-Stuart has established a research-promotion department in New York under the direction of Robert Braver, formerly chief statistician for The Pulse Inc.

In addition, Mr. Oberfelder said, the company's Chicago office is moving into larger quarters on Jan. 2 at 35 E. Wacker Dr. Stephen Kelly, formerly on the sales staff of KMOX and KXOX St. Louis, has been appointed an account executive in Chicago.

Mr. Oberfelder also announced that Burke-Stuart has been named national representatives of WAKR-AM-TV Akron, KTRN Wichita Falls, KXLA Los Angeles and WJMR New Orleans.

Lamb Sells Erie, Pa., Newspaper To His Opposition in That City

THE *Erie* (Pa.) *Dispatch* has been bought by the opposition *Erie Times*, it was announced last week. Price was reported as $1,250,000 for the assets of the Edward Lamb-owned newspaper, but the transaction also includes a 15-year building lease which brings the aggregate total close to $2 million. Neither Mr. Lamb's WIKK nor ch. 12 WICU (TV) Erie was involved in the purchase.

Erie Times owners John J. Mead Jr. and George J. Mead said that the "needs of this 450,000 population area could be best served by a morning and evening newspaper." Both the *Dispatch* and the *Times* are evening and Sunday newspapers. The *Times*, it was announced, will start a morning newspaper this week. It will be called the *Erie Morning News*. The Meads are also major stockholders in ch. 35 WSEE (TV) Erie. Pending before the FCC is a WSEE proposal to move ch. 12 from Erie to Cleveland and to change the educational reservation from ch. 41 to 66.

Besides WIKK and WICU, Mr. Lamb holds a grant for WMAC-TV Massilon, Ohio; WTOD and WTRT (FM) Toledo, Ohio, and WHOO-AM-FM Orlando, Fla. Sale of WTOD and WTRT to Booth Radio & TV Stations Inc. is pending FCC approval. Mr. Lamb was the object of an intensive FCC investigation in 1954-55 on alleged leftist leanings. An initial decision, issued in December 1955 recommended that Mr. Lamb be cleared of these charges. The Commission has taken no further action at this time.

The Erie newspaper purchase was handled by Blackburn-Hamilton Co., radio-tv and newspaper brokers.

RADIO ALONE FOR MIAMI RETAILER

ROBERT BLAIR CLOTHES (men's clothing) opened its doors for business in Miami in November 1952, fully intending to use newspaper advertising exclusively, according to partners and brothers Ben and Henry Kamen. At the last minute, the brothers decided, through the urging of account executive Ed Trent, to supplement their opening promotion with a limited spot schedule on WGBS Miami.

Now, two months into its fifth year, Blair Clothes uses radio exclusively. The Kamen brothers spent $10,000 in radio alone during their fourth year of operation and also used three other Miami stations—WQAM, WINZ, and Negro-programmed WFEC—on a limited basis. The $10,000 figure grew from a $350 outlay for radio the first year Blair Clothes was in operation. The second and third years the firm spent between $6,000 and $7,000 in radio.

To quote Ben Kamen: "We got immediate results from radio. We spent much more in newspapers [at the start] than we did radio, yet radio did a better selling job for us."

Direct sales results for Blair Clothes immediately after its opening were traced to the *Don Butler Show*, WGBS' early-morning program. Mr. Butler told his listeners to "Say hello to Ben and Henry for me." Many customers asked to meet "Ben and Henry," which impressed the two brothers and they were easily persuaded to give radio serious consideration in their advertising plans.

Shortly thereafter newspapers were dropped and the schedule on WGBS was expanded considerably. Customers come from such places as Nassau and Cuba saying that they had heard about "Ben and Henry's store" on WGBS, which operates with 50 kw days and 10 kw nights. Blair Clothes now uses participating announcements in "personality" programs at early morning, late afternoon and late evening hours. The personality gives the Blair commercials himself, which is responsible for Blair's success on radio, according to the Kamen brothers.

"The thing that sells best for us is the 'personal approach' by a known air personality. . . . You can't beat the 'personal approach' in selling, plus the large circulation, frequency of message and low cost which only radio can give you. Results on WGBS radio have proved that to us," is the way the brothers sum up their use of radio.

Mr. Trent first sold the Kamen brothers with the idea of using radio and has been handling the account and writing all copy ever since. The store features two pairs of pants with every suit and is billed as the "home of 2-pants suits in Miami." The copy goes something like this: "You get double the wear with that extra pair from Robert Blair."

THE Kamen brothers, Ben (c) and Henry (r), sign for their fifth consecutive year on WGBS, calling for a budget expected to exceed $10,000. WGBS account executive Trent is at left.

About a year ago, the Kamens got the television bug, but after 10 weeks dropped tv in favor of an expanded radio schedule. They also have experimented with "jingle" commercials but discontinued them in favor of the "personal approach."

Perhaps the best testimonial of the success of WGBS and radio in selling Robert Blair Clothes is the fact that when the store first opened Ben and Henry Kamen handled the sales with only one tailor for alterations. Today, the brothers employ two fulltime salesmen, in addition to themselves, and keep two tailors and a presser busy.

KFBK Building New Studios

A $160,000 third-story addition has been started on the *Sacramento* (Calif.) *Bee* building which will house KFBK Sacramento, owned by McClatchy Broadcasting Co. KFBK will occupy 6,000 sq. ft. of the 13,000 sq. ft. addition, with the remaining space reserved for expansion of other McClatchy newspaper activities.

WKYB-TV Plans Spring Start; Orders Complete Equipment

WKYB-TV Paducah, Ky., with a spring target date, has ordered complete telecasting equipment, including a 500-ft. Ideco tower and RCA 10 kw transmitter, six-bay superturnstile, transmission line and studio, control room and camera equipment. The station has taken title to its 8.6-acre location on the south edge of Paducah. Officers of the planned ch. 6 outlet include E. J. Paxton Jr., president and general manager; Sam Livingston, assistant general manager, and Ernest Pell, technical director.

Two MAJOR NETWORKS placed orders for several of GPL's new 35mm. Telecast Projectors as soon as they became available.

the new GPL 35mm. telecast projector

Here is equipment with which you can give your public the best in color. To develop it, GPL adapted to TV the world-famed equipment of an affiliated GPE Company—the SIMPLEX Projector Mechanism and Sound Head, standard of the motion picture world.

Run your eye down this list of GPL 35mm. projector features . . . then take a look at your present equipment.

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

CAN YOU AFFORD TO WAIT?

Write, wire or phone for detailed information.

GPL

General Precision Laboratory Incorporated

Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

A $25,000, DONE-BY-THEMSELVES TV

WSVA-TV parlays imagination, ingenuity and a cp into practical studios

WANT to build a television studio-office building for less than $25,000?

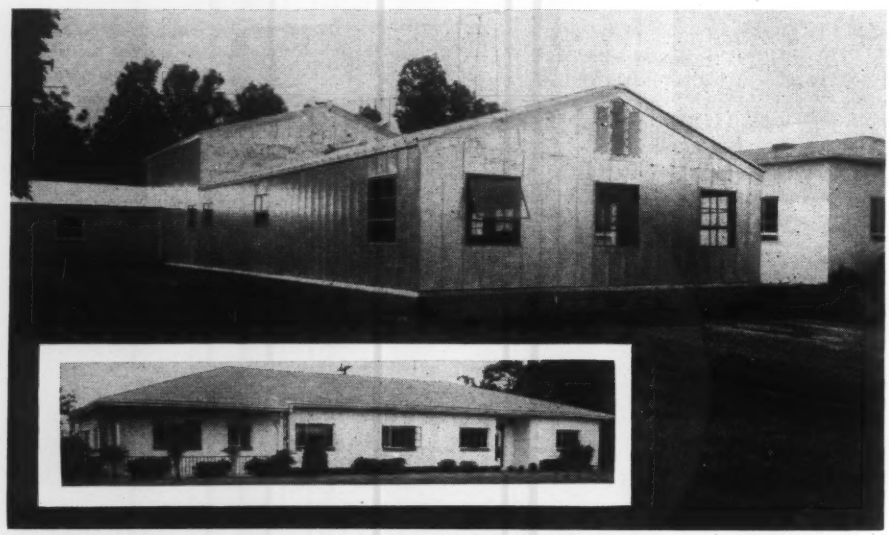
With 2,240 feet of space?

And a special type of economical concrete flooring that appears to solve one of televisions most acute studio problems?

The formula is simple—a little do-it-yourself urge, some ingenuity and an FCC construction permit.

The result is a completely practical, if not glamorous, structure that now is housing everything but sales and management personnel for a small-market tv station that has just added live telecasting.

This structural feat has just been achieved by WSVA-TV Harrisonburg, Va. The project was directed by an ex-NBC vice president, Hamilton Shea, now WSVA-AM-FM-TV 50% owner and general manager, and his chief engineer, Warren L. Braun, who put the tv station on the air in 1953.



FROM the office end, WSVA-TV's new metal studio-office building looks like this. At extreme left is the old metal garage used for storage. At rear is the studio end of the building, with higher ceilings to accomodate props and lights. Inset shows the original WSVA plant, which includes both radio and tv executive offices.

A "sidewalk superintendent" of attainment who had watched many a New York skyscraper creep upward, from his vantage point in a Radio City office, Mr. Shea watched his own building project develop in three months from building shell to completed tv headquarters. Mr. Braun, who draws blueprints and dabbles in architecture as a hobby, watched the first live program come out of his galvanized-iron building a fortnight ago.

While no engineer is ever satisfied with anything, Mr. Braun concedes under pressure that his new studio facilities are performing up to expectations. He is especially happy about the concrete floor, a low-cost job that combines hardness, easy dollying, desirable thermal traits and probably long life.

And "Ham" Shea is providing the Shenandoah Valley and contiguous areas with live programs that emanate from a 28x32 ft. studio equipped with flexible production facilities.

Last July, when Mr. Shea took over WSVA-AM-FM-TV, he looked out his corner window at a 28x80 ft. galvanized building shell that had been put up in three days by a crew of five—15 man days. As 50% owner and president-general manager of the properties (Transcontinent Tv Corp. owns the other half), he decided WSVA-TV should go ahead with the live tv project conceived by Frederick L. Allman, former owner.

Mr. Shea called in Mr. Braun, who brought along some blueprints and figures he had compiled while the transfer was being worked out. The plans looked good, and the cost figures made sense, so the go-ahead signal was given. At this point Architect Braun changed hats and became Contractor Braun.

The first step was to lay the floor. Here, again, Mr. Braun's architectural hobby provided an answer. Last February he had read an advertisement in *House & Home* that described a new light-weight concrete process developed by Elastizell Corp. of America, Alpena, Mich. The company sent Alex E. Mansour Jr., of its engineering staff, to Harrisonburg.

Mr. Braun explained what he wanted in a floor. Mr. Mansour said the relatively new Elasticrete process developed by his company would meet the specifications for the main body of the floor, providing a strong, light-weight base with low thermal conductivity plus minimum danger of cracking. He took some soil samples and returned to Michigan.

When Mr. Shea gave the green light, things started to happen out on the hill west of Harrisonburg. Rounding up local labor and equipment, Mr. Braun went to work on the floor. First he put down a layer of river sand, as recommended by the Elastizell people. On top of the sand he put a layer of copper sheets to isolate the building from the am and fm emissions put out from the adjacent towers.

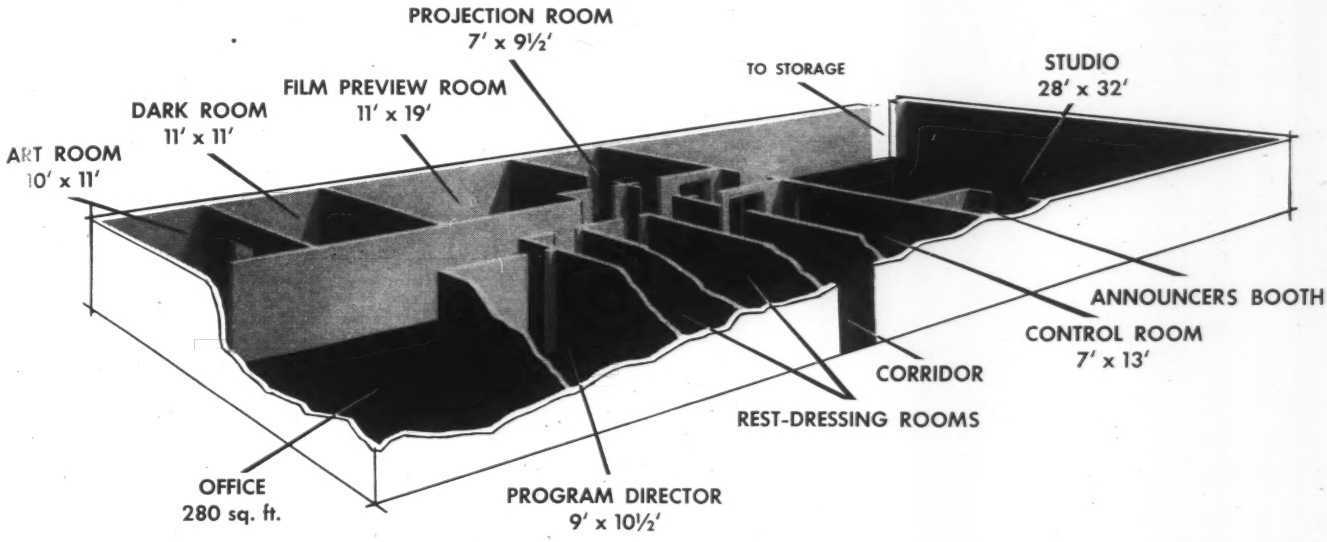
The copper was covered with Visqueen, a polyethylene sheet that helps prevent curing cracks in concrete. Reinforcing steel, with built-in bolsters to keep it in place, was installed and the floor was ready for its basic Elasticrete mix.

This form of cement includes hydrolized protein, producing a fluffy sort of aerated concrete akin to lemon-pie meringue. The mixture included a liberal portion of air along with water, sand, cement and hydrolized protein, and some emulsified asphalt to make it water-resistant. Conduits and plumbing had been placed before the pouring began.

Atop the four-inch layer of Elasticrete went a two-inch layer of conventional concrete, poured a day later. As soon as this concrete was poured, a layer of Hydroment was trowled on as a hardener. The Hydroment, made by Upco Chemical Co. of Cleveland, provides a surface about four times as hard as concrete and gives the floor its permanent green color.

In a brief time WSVA-TV had an economical floor that met Mr. Braun's first specification—hard enough to stand a hammer dropped from the roof. Thermally it's meeting another specification—suitable for the office end of the building where a cold, concrete floor would be uncomfortable. No sign of a crack has appeared since the floor was completed just after Labor Day.

While the floor cost is about 25% higher than normal concrete, no insulation or surface material such as asphalt tile is necessary. Said Mr. Braun: "It's rock-hard. There isn't a sign of a scratch. It's easy to dolly over. It's what we wanted. And it's permanent, judging by four months experience."



STUDIO and production functions of WSVA-TV are efficiently housed. This skeletonized layout depicts the office unit (left) and studio facilities. The new building adjoins the original WSVA structure, where executive offices are located.

The studio-office building is similar to the galvanized steel transmitter house Mr. Braun had built in 1953 on a mountain spine. He had used Armco, with the structure fabricated at the American Rolling Mills plant, Middletown, Ohio. The sheets had been easily hauled up the rugged mountain trail.

Armco, with the building skin providing built-in superstructure and requiring no interior finishing, offered a simple, low-cost answer to the studio housing problem when Mr. Allman, former owner, decided last spring to go ahead with plans for live production, Mr. Braun said.

Having built a number of radio stations, with a year as engineering director of WAAM (TV) Baltimore while that station was being constructed and put on the air, Mr. Braun had some practical ideas. He loves beautiful buildings in the manner of the architect, but contends that "esthetic features show up as debits at the end of the year." So he asked himself these questions, "How often would esthetic features influence a salable program?" and "How much would they affect public opinion of the station?" The answers were supplied by Armco.

From Highway 33, three miles west of Harrisonburg, the functional studio building is partly hidden by the original radio headquarters—an attractive one-story masonry office structure that houses executive, sales and other personnel not directly concerned with the routine tv studio operation.

Hence the original management decision to concentrate on an efficient functional and low-cost tv structure. This decision was proved sound when the building was formally opened Dec. 15. The quality of the live service, management felt, justified the concentration on studio facilities rather than exterior charm.

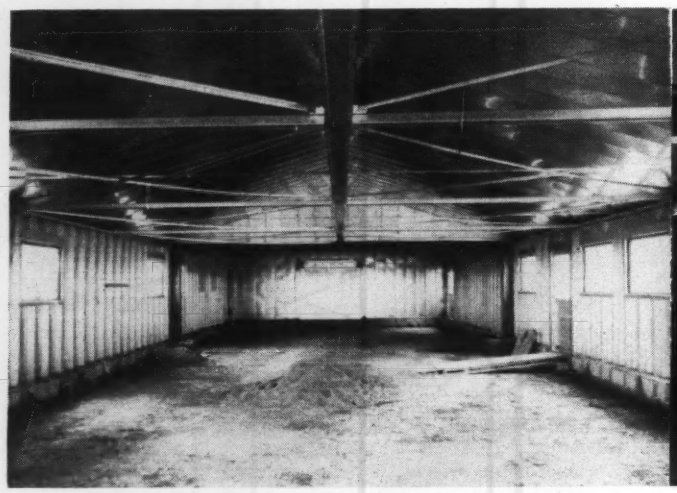
There's more than building shell and flooring to the story of the WSVA-TV construction project. The interior finish was planned with equal attention to economy and efficiency. Take insulation, for example. The main studio walls and ceiling were covered with Owens-Corning Fiberglas Corp. blankets, finished on one side with a Neoprene surface that can be spray painted.

The blankets are held in place by Graham Insulpins, nails electric-welded to the building skin. Disc clip-heads about an inch in diameter are attached to each nail. The glass wool is nailed to the roof by the same method.

The roof, incidentally, is made of the same U-shaped galvanized panels used for the sides except that the ribs are faced outward. Another feature of the Armco panels is the ability to drive Hylex nails into the panel joints. This permits easy fastening of

CONSTRUCTION TIMETABLE ON WSVA-TV PLANT

July 15: Installed basic electrical entrance.
Installed plumbing, furring installation; placed earth fill and compacted.
Installed electrolytic ground system under building.
Aug. 5: Placed sand fill, vibrated and wetted to compact.
Aug. 10: Placed copper sheet floor and soldered to building frame.
Aug. 15: Placed plastic sheet over copper floor.
Aug. 20: Placed electrical duct work and slab reinforcing.
Aug. 25: Prepared level gauges, etc.
Sept. 7: Poured # 1 floor of Elasticrete.
Sept. 8: Prepared reinforcing (steel) for top floor.
Sept. 10: Poured top floor; surfaced with Hydroment topping.
Sept. 15: Placed partitions for office areas.
Sept. 17: Installed Neoprene surfaced glass wool in studio on Graham Insulpin system.
Sept. 25: Started installation of studio control room walls.
Sept. 28: Hung doors; started installation of heat pumps.
Oct. 1: Installed acoustical ceiling.
Oct. 15: Installed equipment racks and initial wiring for equipment.
Oct. 20: Started installation of above-floor, plumbing and darkroom equipment.
Oct. 25: Started dry wall tapping.
Nov. 1: Started installation of studio lighting system.
Nov. 20: Started installation of studio technical equipment.
Nov. 25: Started installation of camera chains.
Dec. 1: Completion of camera chains, etc.
Dec. 3: Rehearsal.
Dec. 15: On air.



BEFORE: Looking from office end of WSVA-TV building through studio area prior to live telecasting.

AFTER: Live programming looked like this upon dedication of the new WSVA-TV studio Dec. 15.

props, braces and other studio gear to the joints, similar to wooden studding.

Whereas the large studio is finished on the interior by glass-wool blankets, the office part of the building uses conventional dry wall, U. S. Gypsum Sheetrock. Celotex sound-absorbent ceilings are attached to metal furring. Ordinary ¾-inch wooden furring is used on the walls. Offices are comfortable due to rock-wool bats, low thermal conductivity of the special concrete floor and a heat-pump system.

The Westinghouse heat pumps, which use no fuel, draw heat from the outside air even in winter and provide cool air in summer. The thermostat directs the pumps to provide heat if the indoor temperature drops below 70 degrees and to provide cool air if the temperature rises over 73. Two five-ton units are installed in outdoor metal bins. Plastic underground wiring is used to prevent vibration from reaching the building. Two five-ton units are adequate since the system uses the flywheel effect of the walls and fixtures—their ability to absorb heat.

The building includes art room, 10x11; film preview room, 11x19; dark room, 11x11; projection room, 7x9½; L-shaped office adding up to 280 sq. ft.; program director's office, 9x10½, and two combination dressing-rest rooms. Outside is a former garage, used for storage.

All this for less than $25,000, including the studio fixtures (except lighting system), flooring, ball-bearing sliding door, wiring ducts, toilets, conduits and air pump.

Installation of lighting was simplified by the Armco support beams. Roll-O-Matic Stage Corp., Temple, Pa., used 10 Century 18-inch scoops and 10 Fresnelite combination spot-floodlights. Since no secondary supporting was needed, costs were held down.

Mr. Braun's diversified experience in construction and electronics started in his high school days when he and a partner operated a radio service shop and mobile p. a. system. They rented out the p. a. unit for dances in west central Illinois towns, supplementing the rent by selling p. a. spot announcements at 25¢ each to merchants. After some schooling at Valpariso Technical Institute he went to Virginia in 1941, joining Mr. Allman. After Pearl Harbor he became a section head of the World War II Engineering Scientific Management War Training Program. At the age of 19 he found himself teaching electronics at Virginia Polytechnic Institute's extension course, held at Shenandoah College. He h advanced students and even doctors of science in his classes.

LIGHTING flexibility in the WSVA-TV studio is shown by Warren L. Braun, chief engineer, who piloted the Virginia project from the blueprint stage to final furnishing.

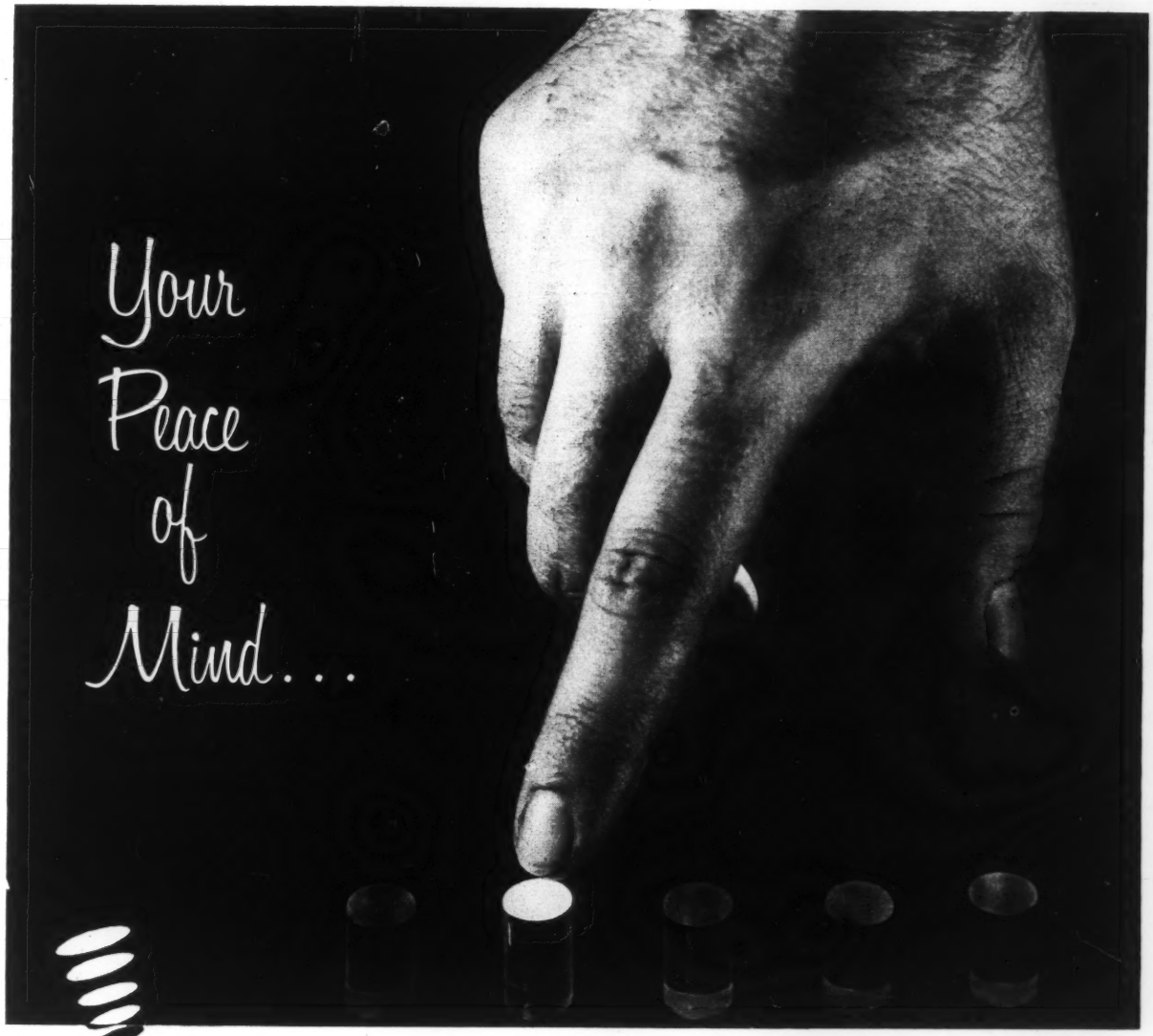
After brief service in the infantry as a draftee, he helped build WTON Staunton, Va., out of any spare gear he could round up in the era of postwar shortages. The station operated until recent years with the original gear. Later he built WJMA Orange, Va., and WSIR Winter Haven, Fla., for Mr. Allman. He went to WAAM (TV) Baltimore in 1948 with Mr. Allman, a stockholder, to help construct that station and get it on the air, remaining until proof-of-performance tests were complete.

When Mr. Allman was adding tv to the WSVA-AM-FM operation back in 1953, Mr. Braun picked a remote transmitter site on Big Mountain, a half-hour's drive northeast of Harrisonburg. The Armco transmitter house has a low-cost front, ornamental in the southern tradition. It provides cover out to the shale parking space and looks like the front porch of a plantation manse, an esthetic touch that often gives this functional-minded engineer a quiet chuckle.

The planning and sweat that went into WSVA-TV's studio project after Mr. Shea and Transcontinental took over brought their reward the weekend of Dec. 15 when over 7,000 people from points up to 75 and more miles from Harrisonburg appeared for the dedication. Mr. Shea discovered once again the intimacy of relations between small-market broadcasters and the populace they serve.

After a half-year as a businessman in the heart of the famed Rockingham turkey country he is deeply convinced that the ulcerated metropolitan pace is for the birds—the office birds—nesting at skyscraper desks. He'll take life in a small town any day, and every day, looking out the window frequently at the lush valley and distant mountains and watching activity in the adjoining galvanized shell.

It's no Taj Mahal but it does the job and does it well—for less than $25,000.



AT HIS FINGERTIP

Your client, your idea, your planning, your spot . . . all are dependent upon the move this hand makes *now*

At WNCT this is an "old hand" skilled through experience in precise production. With Emily Post-ish exactness, this hand "does the right thing at the right time" hundreds of times a day, completing work initiated and developed by people he's never seen.

This final move is the most important one for it vitalizes your efforts, delivering your message to Eastern North Carolina. You needn't worry. The move will be the right one. WNCT advertisers know that!

WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY

WSYR CUTS ELVIS

THE WSYR Syracuse, N. Y., policy of banning Elvis Presley records has been backed "practically without exception" by the station's listeners, according to E. R. Vadeboncoeur, president and general manager.

The station received a "flood of correspondence" after it cut away from a network (WSYR is an NBC affiliate) program during the playing of a Presley recording. "It is our belief that we have an obligation to our listeners to bring them the best and the finest in programming and I feel that we would be neglecting a trust if we failed to ban the Presley recordings," Mr. Vadeboncoeur stated.

KGDM Now Independent KRAK

KGDM Stockton, Calif., dropped its CBS affiliation and changed its call letters to KRAK Jan. 1, the 13th anniversary of the 5 kw clear channel station. In announcing the changes, co-owners Gene Chenault and Alan Torbet also said that Mark Fidler has joined KRAK as news editor and Elaine Torres has been added as sales service director.

Killeen, Tullock to New Posts At WTMJ-AM-TV Milwaukee

JOSEPH W. KILLEEN has been named assistant sales manager of WTMJ Milwaukee and William O. Tulloch has been named assistant sales manager of WTMJ-TV in a reorganization of sales activities at the *Milwaukee Journal* stations. Neale V. Bakke continues as sales manager for both radio and tv.

Mr. Killeen, who began his broadcasting career as an announcer in 1932, became a radio salesman and was sales manager of WSAU Wausau, Wis., when the Journal Co. bought that station in 1947. He has been a member of the WTMJ sales staff since 1947.

Mr. Tulloch joined the WTMJ sales staff in 1944 and in 1949 became the first full-time tv salesman for WTMJ-TV.

Mr. Killeen's staff of salesmen includes Fred Kunz, Al Buettner, Maurice Kipen and William Moylan. On Mr. Tulloch's staff are Earl Millar, James Templeton and Tom Ericson.

WMEN Boosts Power to 5 kw

WMEN Tallahassee, Fla., on Jan. 1 increased power from 1 kw to 5 kw. Gov. Leroy Collins threw the switch for the boost. The station held a phone contest to determine the new area covered. Calls reportedly were received from as far as 175 miles away.

AGREEING on the contract calling for Simmons Assoc., New York, to represent KVOD Denver and the Colorado Network are Doug Taylor (l) of KVOD and Dave Simmons of the representation firm. The Colorado Network consists of KVOD, KRAI Craig, KBUC Montrose and KSLV Monte Vista.

WWJ-AM-FM Issues New Rates

WWJ-AM-FM Detroit has issued a new rate card, No. 35, which became effective Jan. 1. In general, Classes A, B and C program rates remain the same as in Rate Card 34, with small increases reflected in Classes B and C announcement rates, for participations in *Monitor*, in *Music Over the Weekend*, and in personality shows and for special announcement plans by the station.

"Do tell me, dear, just why is Toledo a leading market?"
Whether you've lived in America, Canada or most any country overseas, chances are you've depended on Toledo, home of the Toledo Scale Company. And in addition to the world-famous scale manufacturing, Toledo is listed among the leaders in 11 of the 19 industrial classifications!
Along with Toledo, only WSPD-TV gives you maximum 316,000 watt power for complete saturation of Northwestern Ohio's 23 county *billion dollar market!* Call Katz!
A STORER STATION
WSPD-TV
TOLEDO, OHIO

WATCH WTCN-TV

. . . where BIG things are happening!

WTCN-TV Channel 11

ABC Network MINNEAPOLIS • ST. PAUL

Represented Nationally by the Katz Agency, Inc.
Affiliated with WFDF, Flint; WOOD AM & TV,
Grand Rapids; WFBM AM & TV, Indianapolis

316,000 watts

CONVINCED

TO CONVINCE a clothing store for young men that it could reach a large teenage audience by nighttime radio, WSAI Cincinnati used an unorthodox but highly successful approach.

Tom Clay, new personality at the station, on his 9 to 10:30 p.m. show spoke of a new sports jacket he had purchased earlier in the day at Squire's Shop for Young Men. The manager of the shop, Mr. Clay related, had expressed interest in nighttime radio advertising but said he felt that few of the younger set listened. Mr. Clay then asked his listeners to prove the store manager wrong and gave the manager's home phone number.

Within 15 minutes the telephone company supervisor called in to the station to ask that Mr. Clay request his listeners *not* to call—the entire exchange had been jammed. The WSAI personality complied with the request, but the calls continued and even started up again at 7 a.m. the next day.

The Happy Ending: Mr. Clay now presents a program from 8 to 9 p.m. six nights a week for Squire's Shop for Young Men.

WABD (TV) Pursues Timebuyers at Homes

WABD (TV) New York is directing its "pitch" straight at agency timebuyers—by name and on the air.

The practice was started to promote *Nightbeat*, an interview program conducted by radio-tv veteran Mike Wallace, whose frank questions have produced some unusually frank replies from celebrity interviewees. Ted Cott, WABD vice president and general manager, said he found that *Nightbeat* had developed a strong following among agency and advertiser people (Paul G. Gumbinner of Lawrence C. Gumbinner Adv. told him, according to Mr. Cott, that "every agency man in town is pounding *Nightbeat*). So he decided to cash in on the response. For the past two weeks WABD audiences have been hearing station breaks of this sort:

"This is WABD . . . ch. 5, where interesting things keep happening. Trendex Inc. conducted a special survey on *Nightbeat*. The question asked: 'Have you or a member of your family watched *Nightbeat* within the past two weeks?' Here are the results: 24% contacted indicated they have seen *Nightbeat* within the two week period. Note to Evelyn Jones at Donahue & Coe: the figures prove what the rest of New York knows already—*Nightbeat* is the most talked about show in town."

(Actually, with *Nightbeat* scheduled at 11 p.m.-12 midnight, somewhat too late for coincidental Trendex calls, WABD (TV) asked Trendex Inc. a week ago to survey two separate samples in the 6:30-8:30 p.m. time block on Wednesday and Thursday. The average was 24.2%.)

WABD (TV) has extended this type of commercial into other shows. During its *Warner Bros. Premiere* feature film program, for example, it will "tell" Les Dunier, radio-tv vice president at Emil Mogul Co., that *Premiere's* audience makes "this" the "best buy of any film presentation in New York," then will ask him to catch Bette Davis in "All This and Heaven Too." Or it may alert its "friends at Foote, Cone & Belding" to the rating for *Looney Tunes*.

How do non-agency viewers look at this new "hard sell?" Replies Mr. Cott: "The audience has become used to ratings and research material as editorial filler. They know what we're talking about. It gives those on the outside a feeling they're on the inside."

NOW
DO-IT-
YOURSELF
ADVERTISING
ANNOUNCEMENT
FROM fpa
see page 57

Time Clearance Problems Cost Young Stations $500,000 in '56

AN INABILITY to clear time caused radio stations represented by Adam Young Inc. to turn down business worth more than $500,000 in billing last year. This emphasis on time clearance difficulties was made last week by Adam Young, president of Adam Young Inc. and Young Television Corp., station representatives, in presenting a year-end statement.

Mr. Young reported, however, that radio billings handled by Adam Young increased 28% over 1955, and tv billings during the year were up 38% over the preceding year. He noted that availabilities in tv also have become scarcer, with an accompanying move toward longer contracts to guarantee good time slots.

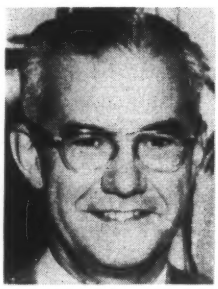
In the yearend report, Thomas F. Malone, head of Canadian Station Representatives Ltd. (a Young-controlled firm), pointed to a 1956 billing that was more than 20% above the previous year, and Stephen A. Mann, head of Young International, reported business up 46%.

Willim to Coordinate HPL Shows

APPOINTMENT of John S. Willim WCBS New York account executive, as fashion feature coordinator for the Housewives' Protective League programs at CBS Radio Spot Sales development, is being jointly announced today (Monday) by Edward W. Wood, Jr., HPL general sales manager, and CBS Radio Spot Sales manager, Ray H. Kremer. Named to succeed Mr. Willim at WCBS was Joseph R. Cox, manager of CBS Radio Spot Sales' mail order department.

Peters, Griffin, Woodward Inc. Honors Two Account Executives

HONORS for outstanding achievement in 1956 to an account executive in tv and in radio were to be announced today (Monday) by Peters, Griffin, Woodward Inc., station representative firm. Each person is presented with the award of "Colonel of the Year."



MR. CORY

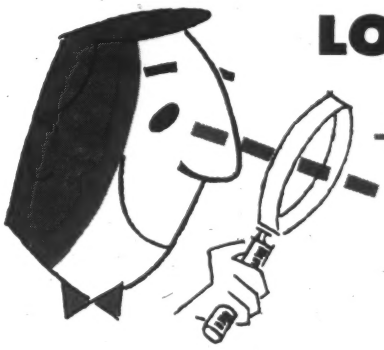
Winners for 1956 are John A. Cory, vice president of PGW's Chicago office, for tv, and John A. Thompson, assistant sales manager for radio, PGW's New York office, for radio. Mr. Thompson is PGW's first repeat winner—he was named a "Colonel of the Year" in 1953. The award includes a bonus and a "substantial" salary increase.

JOHN A. THOMPSON (c), assistant sales manager for radio, Peters, Griffin, Woodward Inc., receives citation naming him "The Radio Colonel of 1956." Making the presentation is Russel Woodward (r), PGW executive vice president and director of radio. Witnessing the ceremony is the president of the station representation firm, H. Preston Peters.

Next year, PGW will initiate three additional awards—"colonelettes"—for a secretary in tv sales or promotion, and a secretary in radio sales or promotion and another for those in other assignments. These award winners also will receive a bonus and salary hike.

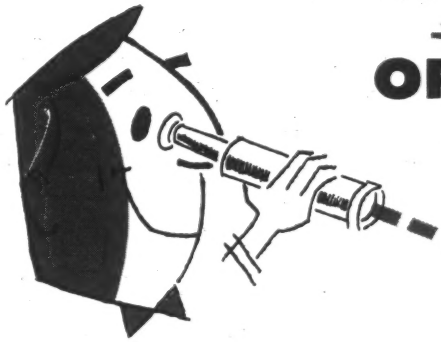
'PELICAN' PREVAILS

EARLE C. ANTHONY, president and general manager of KFI Los Angeles, returned to his alma mater, U. of California, at Berkeley, to dedicate the $100,000 building which he donated to the *Pelican*, student humor magazine. He founded the *Pelican* in 1903 on a $100 bet it wouldn't last a year.



LOOK AT IT THIS WAY...

*11 OF THE TOP 15 SHOWS IN ROCHESTER are on Channel 10!



OR THIS WAY...

*66% OF ROCHESTER'S MORNING VIEWERS

*53% OF ROCHESTER'S AFTERNOON VIEWERS

*55% OF ROCHESTER'S EVENING VIEWERS

SUNDAY THROUGH SATURDAY!

OR THIS WAY...

OUT OF 570 COMPETITIVE QUARTER-HOURS...

*CHANNEL 10 GETS 384 FIRSTS...5 ties
STATION "B" GETS 181 FIRSTS...5 ties

Whichever way you look at it...CHANNEL 10 HAS A GREAT BIG LEAD IN ROCHESTER

*LATEST ROCHESTER PULSE REPORT • OCTOBER 1956

CHANNEL 10

ROCHESTER'S OWN "BIG 10"

CBS TELEVISION

ROCHESTER, N. Y.

EVERETT-McKINNEY • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

WHAT THE REP WANTS TO KNOW, AND WHEN, ABOUT ITS STATIONS

A FREQUENT LAMENT among station representatives is that too often there seems to be a breakdown in communications from their clients. This is not a physical breakdown, but a failure of the station to communicate important information quickly, accurately, and completely. One particular area where this failure is felt is that of sales promotion. At The Katz Agency, Research Promotion Director Daniel Denenholz has attempted to forestall such lapses by preparing a digest of dos and don'ts for submission to promotion managers when their stations join the Katz list. Here it is:

HOW can a station promotion department help the national representative do an effective job?

All too often, the work of the promotion department becomes dissipated and loses its impact because, in the preparation of information for both the "rep" and the advertiser, a number of basic and simple points are overlooked. These are matters of standard operating procedure which can be easily remedied and corrected with significant gain.

Over the years, The Katz Agency has developed a list of check points which have proven to be helpful in enabling a station to maximize the effectiveness of materials supplied by its promotion department. They may at first glance seem rather trivial, but our experience has shown that ignoring them can seriously detract from the value of this information and the time and effort that goes into its preparation.

Here they are:

1. *Identify all information as to station source.* This means call letters and location of the station. It is remarkable how this bit of basic data gets lost in an important and ambitious piece of station promotion. Make sure that it's easy for representative, agency or advertiser to know just where the material comes from. Taking care with this fundamental principle frequently means the difference between a mysterious missive and an effective, productive expenditure of time and effort.

2. *Be sure to indicate date of issuance.* All too often, it is crucially important to know whether a specific bit of information or policy was issued before or after a particular date. This problem become particularly obvious when agencies and advertisers receive copies of internal station memoranda which may be un-dated. If station material is not prominently dated, the representative has to make an arduous and time-consuming check of his files—time that could be better spent taking action on the subject matter of the information.

3. *Separate radio and tv material.* Don't combine information concerning radio and tv operations in one release. Since most agencies as well as station representatives handle both radio and tv, their organizations have been developed along highly departmentalized lines. When, for example, a report on promotional activities that covers both radio and television in one memo is received, it usually means that the rep must separate the two areas for circulation to the pertinent departments and individuals.

4. *Provide full documentation.* Specific and useful information is the backbone of station representation. To this end, the representative needs complete documentation concerning sources, dates, methods of arriving at estimates, etc.

The successful representative must base his sales activities on adequate, precise and intelligently presented information. He cannot do the job efficiently and effectively without the complete story—the raw material of selling. Since the careful timebuyer will frequently want to check the data with which he is provided by the representative, this area of station cooperation becomes an even more vital factor.

5. *Avoid odd-sized material.* A piece of information is only as useful as its availability and "file-ability." Documentation, illustration, attractive design—all are worthless if the informational format is inconveniently handled by that universal receptacle, the filing cabinet. Don't automatically pre-consign your data to the "circular file"; keep it close to the ready reference size of 8½ x 11 inches. It will pay off abundantly.

6. *Let the rep know—"before the fact."* Perhaps an obvious, but nevertheless, important point. When a decision is made in any one of the areas that in one way or another affects the "picture" of the station's operation that the representative presents, be sure to let him know before the fact, not after it happens.

7. *Report activities to agency and advertiser.* One extremely important direct station function which is a vital aid to the representative is the rapid and effective reporting of merchandising and promotional efforts to the agency and regional office of the advertiser. Copies of these reports not only make it easier for the rep to constantly "sell from strength" for his station but give him the materials for building bigger and better schedules with current advertisers. In this connection, it's particularly helpful to the rep if the station remembers to . . .

8. *Provide details of material distribution.* It is always helpful and frequently very necessary for the representative to know exactly where station information has been distributed. This pattern of distribution is important, not only within the framework of regional office representation, but as a briefing technique in terms of agency awareness of station developments.

In order to facilitate the constant flow of specific information, The Katz Agency has prepared a set of questionnaires for all

ESSO RESEARCH works wonders with oil

Oil helps create a new world of fashion

BULKY KNIT BY GRETA PLATTRY

A fine wool sweater owes much of its lovely look to a special oil developed by Esso Research. By lubricating the threads during knitting, it helps them mesh together smoothly and evenly. After knitting, the oil is easily removed. Without oils like this, the springy texture and intricate designs of today's fashionable woolens wouldn't be possible. Again **ESSO RESEARCH** *works wonders with oil.*

Esso

basic stations functions. The questionnaire on merchandising, promotion and publicity functions, for example, covers questions such as these:

a. Is merchandising cooperation automatic or extended only upon request?

b. What are minimum requirements for merchandising cooperation?

c. Do you offer services such as courtesy announcements newspaper promotion, schedule listing in papers in outlying areas, publicity cooperation from local newspapers?

d. Do you place movie trailers; use billboards, car cards or outside vehicle posters?

e. Do you have arrangements with retail outlets for guaranteed point-of-sale merchandise displays? If so, which ones? What kind of displays are used? What types of outlets?

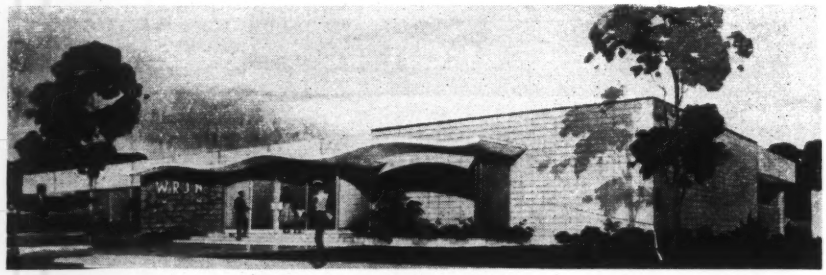
f. Do you regularly mail bulletins to the trade; describe distribution?

g. Do you make calls on jobbers, wholesalers and retailers? Indicate average number per month.

h. Can you conduct field surveys among retailers and wholesalers in your market?

This story of station promotion and merchandising is of vital importance in the sales arsenal of the representative. But it can't be told by the representative unless he *knows* it—from A to Z.

To sum up this kind of station-representative liaison: remember that the representative needs specifics, not generalities; facts, not "blue sky." And he needs it *yesterday*, not tomorrow.



ARCHITECT'S drawing of the new $100,000 building now under construction by WRJN-AM-FM Racine, Wis., which will house the station's transmitter, studios and offices. Manager H. J. Newcomb said that occupancy of the structure is planned for July or August.

KFMB-TV Goes to Court In Protest of News Ban

FOURTH appellate division at San Bernardino, Calif., took under submission Thursday the request of KFMB-TV San Diego for a writ of mandate to overturn a ruling by a San Diego Superior Court judge which forbids the tv station to take shorthand notes during the Ruth Latham kidnaping-attempted murder case [B•T, Dec. 17, 1956, et seq].

The appeals court's temporary restraining order permits KFMB-TV to take shorthand notes of the proceedings, although Judge John Hewicker earlier in the week said he would decide where reporters will sit in the courtroom, if at all. He said he is thinking of charging KFMB-TV with conspiracy to obstruct justice and may include program sponsors as defendants.

In court Wednesday Judge Hewicker blocked further interviews of excused witnesses by announcing he would not excuse any witnesses in the future until the trial is completed. Addressing Harold Keen, KFMB-TV newsman, he said the station owners, witnesses and possibly sponsors might be parties to a conspiracy to obstruct justice, with grand jury action possible, if witnesses were interviewed on the air.

Judge Hewicker said if presence of witnesses led to an overflow, reporters might have to relinquish their special table and some might have to leave the courtroom. "Of course, I can decide what reporters would be excluded," he said. adding that since KFMB-TV news shows could not use witnesses, any shorthand notes obtained "would be pretty old by the time this case is completed but you might cut them up into paper dolls."

Gloversville Council Mike-Shy

CITY COUNCIL of Gloversville, N. Y., adopted a resolution last week banning further radio broadcasts of its meetings. The action was based on a declaration that members had suffered "mike fright" and fear they would make grammatical errors.

Mr. TIMEBUYER check PROVIDENCE

WICE is now a strong 3RD* in the afternoons

WICE is now a strong contender for 3RD* mornings

*HOOPER shows it, WICE is the hottest buy in Providence. In two months WICE moved from sixth place to a challenging third, and is moving up fast. Check WICE before you buy!

WICE--1290 on your radio

Providence, Rhode Island

affiliated with WCUE, Akron, Ohio.
TIM ELLIOT, *President*

National Rep. The John E. Pearson Co.

Exclusive Community Club Awards Station in Providence

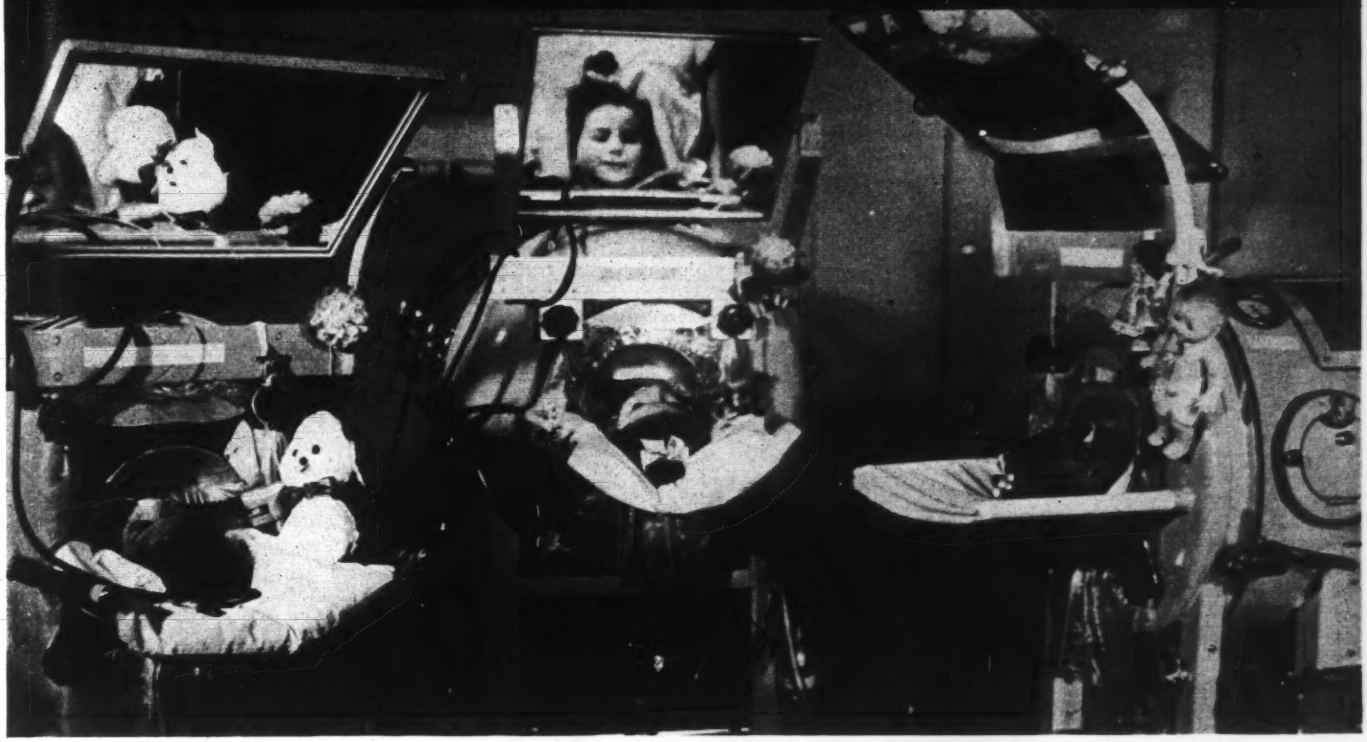
WIDE COVERAGE

A WTMJ Milwaukee newscast will be used to fight communism—not in Milwaukee but in British Guiana, S. A.

WTMJ covered the arrival of 73 Hungarian refugees in Milwaukee on its *Today's Events* program and interviewed several members of the party. Lloyd Searwar of the British Colony's government information service heard the broadcast and requested the interviews for rebroadcast in his country. He said that these stories of communism at its "oppressive worst" would help British Guiana in its fight against communism. The interviews will be rebroadcast over a state controlled station.

Finish the Fight . . .

HELP POLIO VICTIMS WALK AGAIN



Give Your TIME to aid Thousands of Polio Patients

NOW...*On The Way To All Broadcasting Stations*

TELEVISION

16 mm FILMS

Starring

Eartha Kitt
The Baird Marionettes
Lauritz Melchior
Ames Brothers
Lucille Norman
Julie London
The Mariners
Gogi Grant
Eydie Gorme
Allan Jones

and others

Plus

One-Minute Spots with Eddie Fisher, June Havoc, Keith Andes, Susan Strasberg, Frank Lovejoy, Carroll Baker, Ann Blyth, Captain Kangaroo, Marilyn Maxwell, Buster Crabbe, Otto Krueger, Rocky Graziano, Dick Powell, Rock Hudson, Mel Allen, Gene Autry, Tommy Noonan.

RADIO

All Star Quarter Hour Transcriptions

by

Judy Garland
Pat Boone
Eddie Fisher
Lawrence Welk and his Orchestra

Plus

Five Minute Disc Jockey Interviews

Elvis Presley
Mills Brothers
Jill Corey
Andy Williams

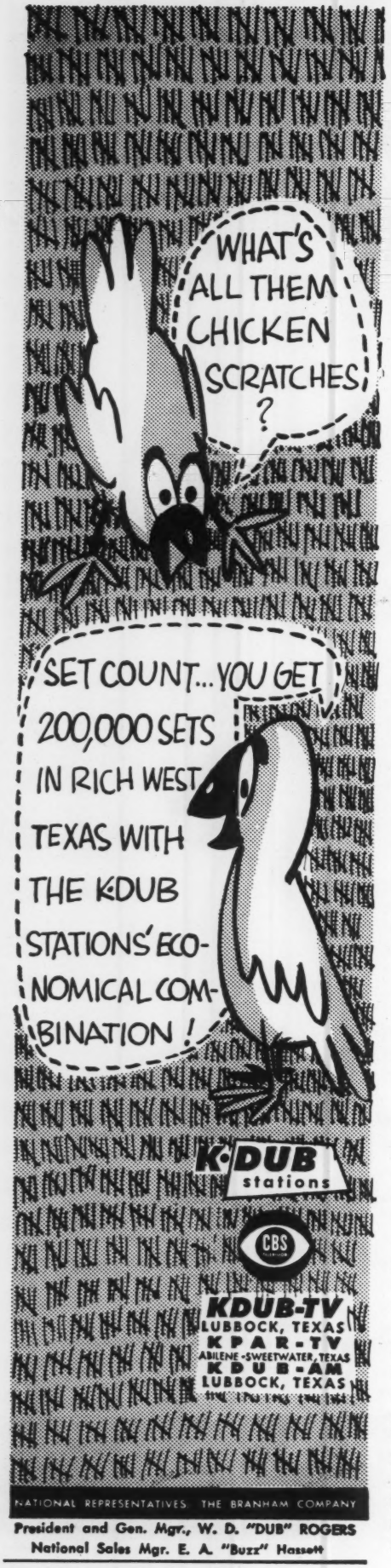
Plus

20 One-minute Spots • 20 Thirty-second Spots by Other Stars

Join **THE 1957 MARCH OF DIMES** JANUARY 2-31

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS • FRANKLIN D. ROOSEVELT, FOUNDER

120 BROADWAY, NEW YORK 5, N.Y. • **HOWARD J. LONDON**, Director • Radio-TV and Motion Pictures • TELEPHONE BEekman 3-0500



President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

APPOINTMENT of Forjoe & Co. as national representative for Sir Walter Tv Co. (WKIX-AM-FM, WNAO-TV Raleigh, N. C.) was the occasion for this get-together. L to r: Roger Bower, executive vice president-general manager, WKIX; John Bone, executive vice president-general manager, WNAO-TV, and Joe Bloom, Forjoe president.

Proposed Md. Assembly Rules Would Admit Radio-Tv Coverage

LIVE radio and tv coverage of Maryland General Assembly sessions would be permitted under amended rules to be proposed this month by the Assembly's legislative council. A study of the problem has been completed by the council, which also will urge amendment of a new law requiring that all final actions by state, county and municipal bodies be taken in public session. This amendment would admit radio-tv along with newspaper reporters and photographers.

Senate President Louis L. Goldstein, publisher of two Calvert County weeklies and sponsor of the liberalized coverage, predicted the changes would be approved at the legislative session opening this month. Robert Cochrane, WMAR-TV Baltimore program director and president of Maryland-District of Columbia Assn. of Radio & Tv Broadcasters, said some of the Assembly's special events might be picked up by broadcasters, either live or recorded.

Film-Minded WATV (TV) Newark Separates Radio-Tv Operations

WATV (TV) Newark, N. J., one of the seven operating vhf stations in the New York market and a heavy user of film shows, has spent a total of $533,564 in film product, according to the station's balance sheet of Sept. 30, 1956. The station has been on the air since Jan. 28, 1948. The balance sheet was included in an application filed by Bremer Broadcasting Corp. (WAAT-WATV) seeking FCC approval to a separation of the radio and tv entities. A newly formed corporation, Atlantic Television, will operate WATV, Bremer WAAT. Irving R. Rosenhaus remains president of both companies. Atlantic Tv *pro forma* balance sheet (Sept. 30) showed total assets of $1,426,083 ($857,005 current) and total current liabilities of $743,083.

Taddei Named General Manager Of WNHC-AM-FM-TV New Haven

EDWARD D. TADDEI, with WNHC-AM-FM-TV New Haven, Conn., since 1944, has been named general manager of the properties by Triangle Stations, Radio & Television Div. of Triangle Publications Inc. Triangle bought WNHC-AM-FM-TV last August from Elm City Broadcasting Corp., which Mr. Taddei had served as executive vice president.

Aldo DeDominicis, retiring general manager, will serve as consultant to the new management.

Free Children Die in Fire

THE California home of James L. Free, Jr., son of the co-founder and former principal in the representative firm of Free & Peters (now Peters, Griffin, Woodward), burned Jan. 1, killing four children. Mr. Free, his wife and one other child suffered only minor burns.

The 20-room house in Montecito, suburb of Santa Barbara, was reported to have burst into flames about 3:30 a.m. Martha Free, 7, roused her parents, but they were unable to reach the other children in second-floor bedrooms. Dead are James L. III, 6; Robin, 4; Sarah, 2, and David Free, 1.

WITH Sales Appoints Watson

APPOINTMENT of William W. Watson to the sales staff of WITH Baltimore has been announced by station Vice President Robert C. (Jake) Embry. The appointment became effective Jan. 1.

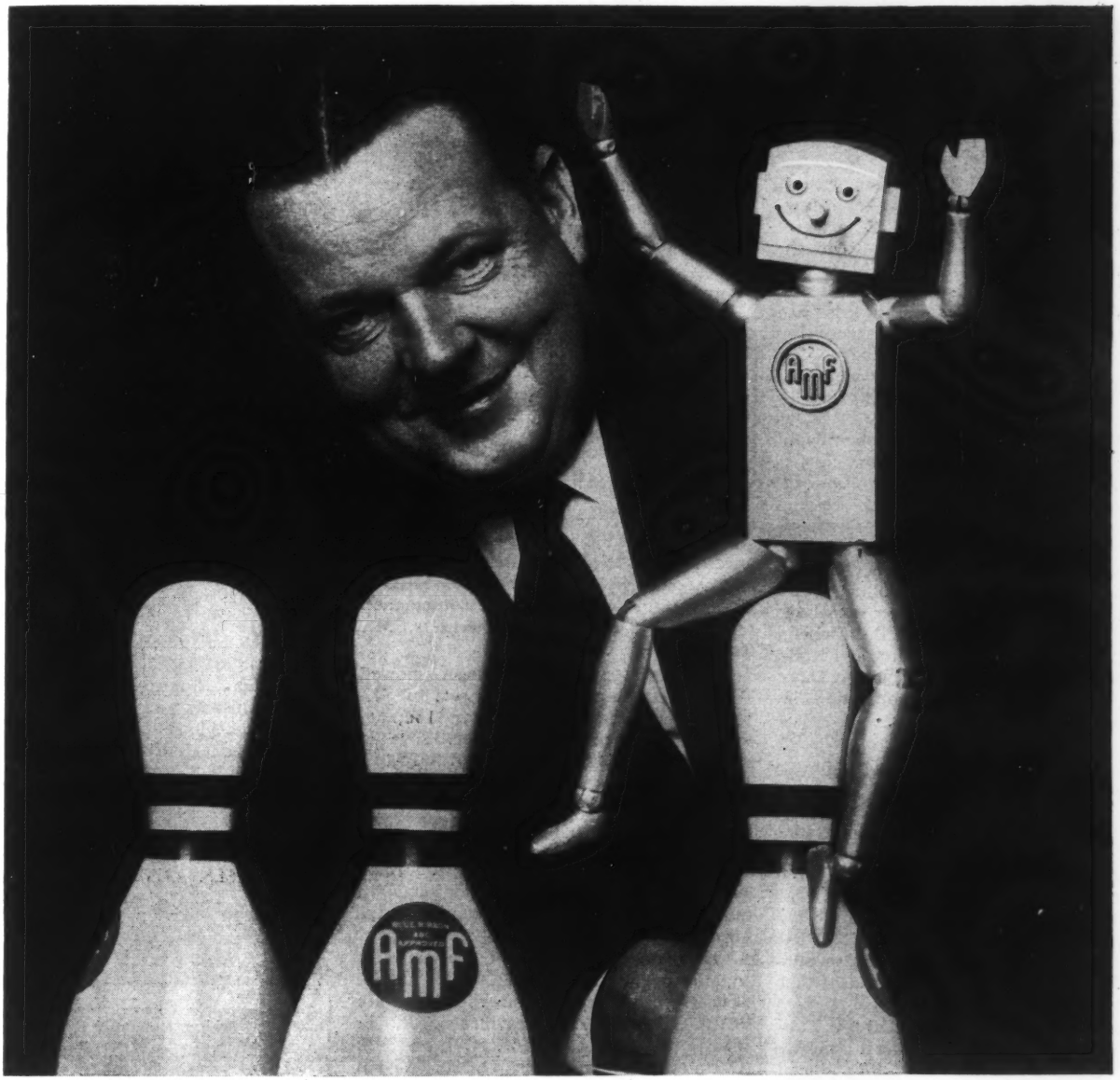
Mr. Watson has served in various public relations posts during the last 10 years. He directed the combined public relations staffs of the Community Chest and Red Cross in Baltimore during the 1955-56 campaigns.

SUCCESSFUL UNION

WHEC-TV and WVET-TV, which share ch. 10 in Rochester, N. Y., combined forces to make a success of a concert in that city for the benefit of the local musician's union.

Ticket sales to the concert were slow, so the stations put on a two-hour telecast, from 1 a.m. to 3 a.m., to plug the event. WHEC-TV's Ed Meath and WVET-TV's Bob Mills emceed the telecast, featuring various types of music, from the WVET-TV studios and Bob E. Lloyd of WHEC-TV and Tom Decker of WVET-TV were in charge of WHEC-TV.

Thomas McCarthy, head of the musician's union, reported "a tremendous surge at the box office" the following day, and later reported that the stations' efforts made the benefit concern a success.



Frank P. Downey, Vice-President, American Machine & Foundry Co., says:

"He sets up 6,324,500 games a week!"

"The pin boy has been replaced in over 20,000 bowling alleys by our 'Mr. Pinspotter.'

"He's the symbol for AMF's completely automatic unit that sets the pins up and returns the ball in a matter of seconds!

"In many places 'Mr. Pinspotter' works 24 hours a day!

"He's *always* on the job for one good reason—Air Express!

"When an AMF automatic pinspotter needs spare or replacement parts, they leave our Shelby, Ohio, factory for every state in the country—even Hawaii and Alaska—by Air Express. Radio-controlled trucks cut pick-up time, often in half. Air Express private teletype 'keeps an eye' on the shipment.

"Yet, with all this speed and service, AMF actually saves money with Air Express. A typical 15-pound shipment goes from Shelby, Ohio, to Philadelphia for $3.71. That's $3.94 less than any other complete air service!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS *. . . division of* ***RAILWAY EXPRESS AGENCY***

Three Radio Stations Sold, $227,000 Total Consideration

TWO am station sales—WFPR Hammond, La., and WAGR Lumberton, N. C., both negotiated by broker Paul H. Chapman Co. —were announced last week.

Airweb Inc., owned by Baton Rouge, La., businessmen Robert S. Boeker, Jesse L. Webb Sr. and John E. Judd, manager of WEND there, is buying the 1400 kc, 250 w Hammond facilitiy for $52,000. Sellers are multiple station owners Cyril W. Reddoch and Ralph L. Hooks (KDLA De Ridder and KREH Oakdale, both La.)

D. M. Shaver and Albert Kahn, sales supervisor and program director, respectively, of WCAR Pontiac, Mich., will pay $50,000 for WAGR. Southeastern Broadcasting Corp. (Hector MacLean, president) is selling the 1480 kc, 1 kw outlet.

Both sales are subject to FCC approval.

Purchase of WPET Greensboro, N. C., by Guilford Adv. Inc. there, was disclosed in an application filed last week seeking FCC approval to the transaction. Purchase price: $125,000. Seller is individual owner Wayne M. Nelson. Principals in the advertising agency are Hugh E. Holder, president, CBS announcer and former owner of WTIK Durham, N. C.; William P. Mitchell, formerly with WBIG Greensboro, and Robert L. Montgomery, WBIG announcer. Daytimer WPET, which began operation in 1954, is on 950 kc with 500 w.

Rogers Seeks KBST-TV Control Via Five-Year $500,000 Rental

EXTENSION of Texas Telecasting Inc. (W. D. [Dub] Rogers) to Big Spring, Tex., through lease-purchase of ch. 4 KBST-TV there, was announced last week. An application was filed for FCC approval of the arrangement, which provides for $300,000 rental for five years with an option to purchase 50% of KBST-TV at the end of that time.

Texas Telecasting owns KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene, both Texas. Operation of CBS-affiliated KBST-TV will extend coverage of KDUB group in west Texas to 1 million people, Mr. Rogers said. The Big Spring station will be programmed from KDUB-TV over existing microwave facilities, although the station will initiate local programs and serve local advertisers. KBST-TV hours will be upped from current eight per day to 17. KDUB-TV threesome will be sold in combination to regional and national advertisers, Mr. Rogers announced.

Nov. 30, 1956, balance sheet showed Texas Telecasting with total assets of $1,138,548 and earned surplus of $136,285. KBST-TV balance sheet as of Dec. 12, 1956, showed station with total assets of $325,099 and a deficit of $4,900.

KLIF REVIVES 'TURKEY'

DALLAS' Casa Linda Theatre ordered its usual small ad in a local newspaper to promote a re-run of "Citizen Kane" and, in addition, ordered 10 spots daily for four days on KLIF Dallas. Result: Receipts for the first day's showing of "Citizen Kane" (five SRO performances) were equal to receipts of the entire previous week; total business for the four days of "Kane" more than tripled that of any other motion picture ever shown by Casa Linda.

The radio promotion was watched with special interest by southwestern theatre circles since, during its first Dallas run in 1941, "Kane" had been a complete box office "turkey," according to KLIF.

Colleges Form Ivy Network

THE Ivy Network Corp. has been formed by seven Ivy League college stations and will function as sole national sales representative for the member stations. Yale senior Richard A. Lumpkin is president of the network, with headquarters at 242-A, Yale Station, New Haven, Conn. Member stations are WBRU (Brown U.) Providence, R. I., WVBR (Cornell U.) Ithaca, N. Y., WDBS (Dartmouth U.) Hanover, N. H., WHRB (Harvard U.) Cambridge, Mass., WXPN (U. of Pennsylvania) Philadelphia, WPRU (Princeton U.) Princeton, N. J., and WYBC (Yale U.) New Haven, Conn.

WTVT (TV) Tampa to Construct New Office, Studio Buildings

PLANS for a new office and studio for WTVT (TV) Tampa, Fla., were announced last week. Contracts for the new buildings, to be located at the station's present location, 2313 Grand Central, probably will be awarded this month, according to an announcement by P. A. (Buddy) Sugg, WTVT executive vice president.

A new office building is to be built adjoining the east side of the present structure, and later a new studio will be built on the west side. The new additions will more than double the size of the tv station's present facilities.

STATION SHORT

KVAL-TV Eugene, Ore., reports it will transmit compatible network color, starting Jan. 8.

KFSD-TV San Diego reports national revenues are up 72% from last year, while radio increases are more than 81%.

WSAU-TV Wausau, Wis., has installed coast-to-coast Associated Press Photofax service.

KBIG Catalina, Calif., staff members have received $26,053.76 in its yearend profit sharing plan. Bonus is reported highest in five-year history and 20% more than last year. Gross income of station is expected to be 15% ahead of 1955.

KBIG Hollywood has given two-way radio system to local police department as New Year's gift.

REPRESENTATIVE APPOINTMENT

KTSA San Antonio appoints John Blair & Co., N. Y.

MICKEY MANTLE, star center fielder for the New York Yankee baseball team, joins with Harry D. Burke, vice president-general manager of ch. 12 KODE-TV Joplin, Mo. (formerly KSWM-TV), to switch that station to maximum 316 kw power. The new power increase (the station was operating on 58.9 kw) took place Dec. 23. Mr. Mantle visited the KODE-TV studios to make an appearance with Johnny Holmes, the station's sports director, just as engineers were making preparations for the power boost.

GATES
HI-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

as important to steel as iron!

A world without steel is difficult to picture—but that's pretty much the kind of world we'd have if it weren't for manganese.

No matter by which of the modern processes steel is made, eleven to fourteen pounds of manganese go into every ton. And no satisfactory substitute for manganese has yet been found.

Manganese is important, too, in the chemical industry. And modern dry-cell batteries, like steel, could not be easily made without it. Most of the manganese used in the United States must be imported, and two-thirds of the world's reserves of high-grade ore lie in countries behind the iron curtain. The strategic importance of manganese is plainly evident. Anaconda's importance in manganese production is quite clear, too. Currently, over half of the domestic production of manganese comes from the "Emma Mine" in Butte, Montana.

This vital metal is just one of many in Anaconda's line of non-ferrous metals and metal products—the most extensive offered industry today.

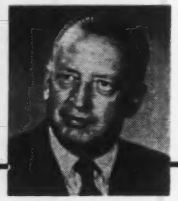
56280-A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

SHORT CUT TO BUYING GOOD WILL!

by Harold F. Walker



Greatest Audience in History

How'd you like to stand on a stage and look out at 8,000 faces in an audience? With 8,000 paid admissions, WDIA's Goodwill Revue drew the biggest crowd in the history of the Memphis Municipal Auditorium! WDIA has staged its Goodwill Revue for seven consecutive years, '49-'55 . . . and the '55 show attracted a greater attendance than the Harlem Globe-Trotters, Shrine Circus, Metropolitan Opera, Liberace, or Holiday On Ice!

WDIA did it without posters, billboards, or editorials! How? By WDIA's personalized communications system! Securing nationally famous Negro entertainers, gratis, the WDIA Staff donated its services, publicizing the Goodwill Revue on the air. As a result, two days in advance, reserved seats were sold out. Two hours before curtain time, a crowd lined up for general admission tickets—by 8 o'clock, even standing room was gone!

Negro Children Benefit

Proceeds went to Negro Children in Memphis. Most funds went to handicapped ones—to run WDIA-operated buses that convey them to Crippled Children's School daily. Some funds went to healthy ones—to buy uniforms and equipment for the WDIA Baseball league, first outfit of its kind in Memphis.

Drawing Power of WDIA

Now, what is the significance of this enormous drawing power of WDIA's Goodwill Revue? It means, first of all, that Negro tots in braces will get to school—and Negro boys on the sandlots will have uniforms and bats. Next, it means, there is a vast Negro market in Memphis. Third, it assuredly means, there is not another single medium reaching these folks with a fraction of the coverage of WDIA—or its appeal.

Income and Acceptance

Memphis has one of the heaviest concentrations of Negro population in the U. S. . . . and these Memphians have the highest income, relative to white income, per capita, of any Negroes in the nation. They buy over half the shortening, flour, blankets, laxatives, deodorants, and hosiery sold here . . . and these Negro consumers are reached through one medium only—WDIA—50,000 watts!

Write on your letterhead for convincing facts and figures which apply to your business. Request, too, your bound copy of "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD F. WALKER, Commercial Manager

FORMULA FOR PROSPERITY

ED DYER, general manager of KCRV Caruthersville, Mo., carried a nickel around in his pocket for four years, thinking his pocket piece was just the one-time equivalent of a cup of coffee.

Mr. Dyer innocently showed the coin to Horace Dunagan, executive vice president of the First State Bank, Caruthersville, who thought it might be worth a "few dollars." However, when Ralph Baker, local coin collector, saw the coin, he knew it was worth much more. A final appraisal by Ralph Cooley, vice president of the first National Bank, Memphis, set the value of Mr. Dyer's 1913 liberty head nickel at $7,000.

REPRESENTATIVE PEOPLE

Robert W. Faselt, account executive, Peters, Griffin, Woodward Inc., Chicago, transferred to N. Y. office. **William W. Keup,** formerly on sales staffs of several industrial magazines, to PGW account staff.

STATION PEOPLE

William E. Goetze, general manager, KFSD-AM-FM-TV San Diego, named vice president.

Richard M. Klaus named vice president of WERE Cleveland. Mr. Klaus has been with WERE since 1950 and is presently general manager.

MR. KLAUS

Bob Chrystie, sales manager, WPAL Charleston, S. C., named general manager of Speidel-Fisher Broadcasting Corp. (WOIC Columbia, WPAL and WQOK Greenville).

Joseph B. Epperson, chief engineer, WEWS (TV) Cleveland, elected vice president of engineering for Scripps-Howard Radio Inc., licensee.

Richard K. Millison, promotion-research director for *Portland Oregonian,* to KRTV Hillsboro, Ore., as manager, effective Jan. 1.

MR. MILLISON

Judd Sturtevant, sales manager of KMOD Modesto, Calif., appointed national sales manager, and **Larry Shields,** sales manager, KETV (TV) Tijuana-San Diego, named local sales manager of KMOD.

Robert Miller, assistant sales manager, KOOL-TV Phoenix, promoted to sales manager.

Jean Lovell named traffic manager for KVAL-TV Roseburg, Ore., succeeding **Tru Vosberg** who has moved to Los Angeles. **Alyce Rogers Sheetz,** Jaffe Publications, L. A., to KVAL-TV as promotion manager and **Betty Jo Knoll** named continuity manager, succeeding **Marge Hardie,** resigned.

Paul F. Miller, special events manager, WCKY Cincinnati, named program director.

MR. MILLER

Clayton A. Roehl, production director, WWTV (TV) Cadillac, Mich., named program director.

Dale E. Hart, director of operations-programming for KARK-TV Little Rock, Ark., to KOTV (TV) Tulsa, Okla., in similar capacity.

Kenneth Chernin, Triangle Publications Inc. promotion department, named promotion supervisor of company's radio-tv division.

MR. CHERNIN

John M. Brigham, salesman, WATV (TV) Newark, N.J., to WHCT (TV) Hartford, Conn., as account executive.

J. Wallace Kelly, supervisory auditor, General Accounting Office of U. S. Government, to Westinghouse Broadcasting Co., N. Y., as assistant auditor.

Ray Owen, sales manager, KVOA Tucson, Ariz., named station manager.

Ansley D. Cohen Jr., account executive, WUSN-TV Charleston, S. C., to WTAL Tallahassee, Fla., as manager. **Chet Pike,** account executive, WTMA Charleston, to WTAL as operations manager.

W. L. Woods, national sales manager, WCTV (TV) Thomasville, Ga., appointed national sales manager for both WCTV and WPTV (TV) West Palm Beach, Fla.

HERE'S A SWITCH

WHILE some tv stations proclaim they are now carrying comparatively new feature films, WRCA-TV New York has disclosed plans to present "the old, old movie" (Monday-Friday, 12:30 a.m.-1 a.m. EST). The program consists entirely of film product released without sound or spoken words between 1896 and 1926 and stars such oldtime personalities as Rudolph Valentino, Theda Bara, Mack Sennett, Wallace Beery, Mary Pickford, Mae Busch, Buster Keaton and Douglas Fairbanks, Sr.

'Ad Age brings the advertising and merchandising picture into focus for me"

says **DON CADY**
Vice President of Advertising and Merchandising
The Nestlé Company, Inc.

"Every new development of any significance in advertising and merchandising is reported completely each week in Advertising Age. I find the publication's tv analyses and thorough coverage of fast-breaking news in this important field of particular value. Each week, Ad Age brings the countrywide advertising and merchandising picture into focus for me."

DON CADY

Mr. Cady knows selling from the viewpoints of both buyer and seller. After an early job of foreign and domestic buyer for Jordan Marsh Company, the Boston department store, he subsequently became special sales representative for Butler Brothers and sales manager of grocery products for Lamont Corliss & Co.

Appointed to his present position in December, 1953, Mr. Cady is responsible for all Nestlé's point-of-sale merchandising material, and supervises its national and regional advertising in all media. This includes radio, television, magazines, newspapers, car cards and outdoor.

It takes facts to make sound decisions in any business, but in the fast-moving advertising-marketing field, it takes something more: facts that are up-to-the-minute and in perspective. That's why you'll find the news, trends, and developments in Ad Age getting such an intensive, "every Monday" readership in the homes and offices of the executives who are important to you. No other journal in the field delivers so much to so many so quickly—and it's AA's unique editorial eye that brings today's events into sharp focus next week—not only for those who *activate,* but those who *shape* the important market and media decisions.

For example, take The Nestlé Company, one of the top broadcast advertisers. Among the top 29 tv-spot advertisers, Nestle's placed an estimated $1,541,000* in spot-tv during the first nine months of 1956, and $1,309,000** in network tv during the first six months.

Every week, *six paid subscription copies of Ad Age* help focus the week's developments for advertising, marketing and merchandising executives at Nestlé's. *Further, 317 paid subscription copies get similar readership at the major agencies handling its advertising:* McCann-Erickson; Dancer-Fitzgerald-Sample; and Bryan Houston Co.

Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*N. C. Rorabaugh Co. for Television Bureau of Advertising
**Publishers' Information Bureau

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
1 Year (52 issues) $3

Robert T. Schlinkert, general sales manager, WKRC-TV Cincinnati, named assistant general manager in addition to his present duties.

MR. SCHLINKERT

Bert Metcalf, director of operations and local sales, KVDO-TV Corpus Christi, Tex., named Rio Grande Valley manager for General Broadcasting Co. with headquarters in Brownsville, Tex.

Guy Harris, program manager, WOWO Fort Wayne, Ind., to KDKA Pittsburgh in similar capacity. Mr. Harris succeeds **Tom K. Bennett** who has resigned to devote full time to development of new radio-tv program production service for advertisers, public service agencies and broadcasters.

MR. HARRIS

Cal (Stewart) Bollwinkel, director of news-special events, WOWO Fort Wayne, Ind., named program manager.

Harry Foster, sales manager, WCAE Pittsburgh, to WBMS Boston as sales promotion manager.

Wally Blake, promotion director of KWWL-AM-TV Waterloo, Iowa, to KIVA (TV) Yuma, Ariz., as manager of station's Imperial Valley operations.

Robert A. Lazar, assistant manager, WBEE Chicago, to WEBB Baltimore in similiar capacity.

Rick Sklar, WINS New York copywriter, named promotion manager.

Heyward Siddons, KOA-TV Denver, promoted to television program manager. **Si Palmer** named KOA-TV production supervisor and **Bob Murphy** appointed night operations supervisor.

Howard Kaufman named local sales manager of KCMJ Palm Springs, Calif.

Ralph Radetsky, Ford Foundation, N. Y., to KOA-AM-TV Denver as assistant general manager-tv station manager.

Warren J. Stevens, WEEI Boston engineering staff, named chief engineer.

Carl Harold, regional sales manager, WTVJ (TV) Miami, appointed assistant to national sales manager.

Charlie Fitzgerald, sports director, WMOO Milford, Mass., named assistant sales manager, and **Joe Hyder** appointed program director. **Ben Summers** and **Ed Broughey** named news director and disc jockey, respectively, for WMOO.

John Klemek, sales executive, WLS Chicago, named sales development manager and **Miss Perry Hamilton,** assistant in sales promotion department, appointed promotion-publicity manager.

NO BIRDBRAIN HERE

SILENCE may be golden, but sometimes garrulousness pays a dividend too. At least that was the theory of WQAM Miami which offered $100 to the first parakeet saying, "I like the new WQAM, 5-6-0 on your radio." Many tried unsuccessfully to capitalize on the offer, including a Mrs. Harold Painter. She brought a bird into the station the first day of the contest, but her parakeet stayed mum. This didn't stop Mrs. Painter though. She returned three weeks later and proved that "Billy Boy" could say the phrase "as clear as any person could have said it."

Donald Ansel transferred from sales department of WMAQ Chicago to that of WNBQ (TV), same city, and **Joseph Lutzke,** sales service supervisor for both stations, appointed sales representative for WMAQ.

John Slocum, account executive and radio-tv director, Carvel Nelson & Powell Adv., Portland, Ore., to KGW-TV, same city, sales staff.

Herb Edelman, formerly with Tilds & Cantz Adv., L. A., and **Bob Fox,** KFWB, same city, to KDAY Santa Monica, Calif., sales staff.

Charles C. Badger, public relations director for Brookley Air Force Base, Mobile, Ala., to WALA-AM-TV, same city, as promotion-merchandising manager. He will be assisted by **Chuck Thompson.**

Herb Buck, account executive, WTVT (TV) Tampa, Fla., to WWTB, same city, as program director-operations manager.

Perry M. Beaumont, account executive, WMBD Peoria, Ill., named program director.

Howard Zuckerman, production manager, KWWL-TV Waterloo, Iowa, to WAFB-TV Baton Rouge, La. **R. Dwight Wheeler,** operations manager of KWWL-TV, resigned.

Joe Kronovich, WCCO-TV Minneapolis sales staff, to WTCN, same city, as local account executive.

Shirley J. Spiegel, traffic-program coordinator, WMIE Miami, to KCUL Ft. Worth, Tex., in similiar capacity. She is succeeded by **Mrs. Enelle Pfluke.**

Roy L. Forman, announcer, KEPO El Paso, Tex., to KSET, same city, as chief announcer.

Dick Provensen, ABC, Hollywood, and **Walt DeSilva** join KGFJ, same city, announcing staff.

George Cobb, WHIO Dayton, Ohio, to KOA Denver, Colo., announcing staff.

Richard E. Jungers, formerly district representative for consumer aluminum foil products, named to handle food product sales service for radio clients at WGN Chicago.

Robert C. Flaherty, WCKY Cincinnati, to KFXM San Bernardino, Calif., as account executive.

Paul Stoddard, account executive, KABC-TV Los Angeles, to KTLA (TV) Hollywood in similar capacity.

Art Thorsen appointed director of program development at WBBM Chicago, effective Jan. 1, and **John Mies** promoted from continuity writer to editor.

William E. Sheehan, WJR Detroit, named chief news editor, succeeding **Jack White,** resigned to become public relations director of Oldsmobile Div., General Motors Corp.

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

In Cincinnati—
Get All Four
Personalities
Ratings
Audience
Power
50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE L.B. Wilson STATION WCKY CINCINNATI OHIO

BILL McLAUGHLIN, media director for Lynn Organization, Wilkes-Barre, Pa., agency, signs for Wise potato chips to sponsor *Sheriff of Cochise* on WBRE-TV Wilkes-Barre. The onlookers are (l to r) Franklin D. Goslett, the station's operations manager and announcer for Wise; Matt Field, Don Smith, and Bill Skrinak, Lynn Organization executives.

Joe Phipps, night news editor, WWDC Washington, named director of news operations. **Thomas Slinkard** and **Robert Carey** both appointed news editors for WWDC.

Harry K. Smith, veteran tv performer, to WCAU-TV Philadelphia, as program m.c.

Texas Bill Strength, Capitol recording star, joins staff of KMGM-TV Minneapolis, as program m.c.

Helen Lane, KOIN-TV Portland, Ore., to KGW-TV, same city, as film librarian.

Phil Rizzuto, former shortstop of N. Y. Yankees, signed as play-by-play announcer for all Yankee baseball games to be carried on WINS New York and WPIX (TV), same city. Mr. Rizzuto replaces **Jim Woods,** resigned.

Ed Joyce, announcer, WBBM Chicago, resigned. He plans to freelance in N. Y.

Dick Drury, disc jockey, WHHH Warren, Ohio, to WBRB Detroit in similar capacity. WBRB is scheduled to go on air Feb. 1.

Tom Chauncey, vice president-general manager, KOOL-AM-TV Phoenix, elected president of Phoenix Metropolitan Broadcasters Assn. for 1957. **Dick Lewis,** president of KVAR-AM-TV, named vice president of PMBA and **John Hogg,** general manager of KOY, appointed secretary-treasurer. Those elected to board of directors include: **John F. Box Jr.,** exec. vice president-general manager of KRUX; **Howard Stalnaker,** manager of KPHO-TV; **Howard Loeb,** general manager of KRIZ, and **Roger Van Duzer,** KTVK (TV).

Ward L. Quaal, vice president-general manager of WGN-AM-TV Chicago, elected chairman of U. of Michigan's alumni board development council, fund-raising group for support of scholarships, fellowships and student aid not covered by state appropriations.

James M. LeGate, manager of WCKT (TV) Miami, re-elected chairman of Third Army Advisory Committee.

John J. Dixon, general manager of WROK Rockford, Ill., elected president of local Chamber of Commerce.

Dave Maxwell, manager, KBIF Fresno, Calif., father of boy, Michael Joel, Dec. 11.

Richard P. Leutters, merchandising representative, WEEI Boston, father of girl.

Floren Thompson, assistant to business manager, KNXT Hollywood, father of girl, Sheila Marie, Dec. 24.

Anything Can Happen

ANYTHING can—and often does—happen on a live tv show. For instance, "Babytz," a pet monkey, died a fortnight ago while performing on WAFB-TV Baton Rouge, La.

Babytz was sitting on the shoulder of his master, WAFB-TV personality Buckskin Bill, when it fell limp into Buckskin Bill's arms during the reading of a toy commercial. "Of course, it's just a coincidence that it happened during a commercial," he says.

pulse beat
programming
Ask the BRANHAM BOYS . . .
BEST BUY in the 79th MARKET
NBC AFFILIATE
CHATTANOOGA · by any standard ·
A Great City!
WDEF Radio
CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

RADIO NEEDS A 'THOUGHT' DIMENSION

WGAY finds that broadcast editorials add stature, excitement to medium

RADIO not only must sing and talk and amuse, it also must think, according to Joseph L. Brechner, general manager of WGAY Silver Spring, Md. In the following article, Mr. Brechner tells how frequent broadcasts of editorials has given WGAY an identification as "the community's station" by listeners.

By Joseph L. Brechner

HERE and there around the United States, broadcast stations are beginning to assert themselves through editorials. The Freedom of Information Committee of the National Assn. of Radio & Tv Broadcasters has been discussing the pros and cons of radio and television editorials and one of these days may come to some definitive conclusions on the subject. Members of the Federal Communications Commission have been urging broadcasters to step deeper into controversial issues editorially and otherwise.

Here at radio station WGAY, we've been broadcasting editorials occasionally for the past several years, and by this time, we've come to some conclusions about the effectiveness of editorials and management opinions. We've felt some of the pressures. We've been sensitive to determine whether or not the reactions affected us audience-wise or dollar-wise.

MR. BRECHNER

Our station is a good laboratory. Although we are located in the suburbs of Washington, D. C., our news and program policy is directed toward the more than 608,000 people who live in the two suburban counties adjacent to the Nation's Capitol. Except for coverage of routine national news off the radio wire, we concentrate on suburban Maryland news coverage. Our noonday local news program, *The Community Reporter*, sponsored by The Hecht Co., a Washington department store which has a major suburban outlet in Silver Spring, won the national grand award of the National Retail Dry Goods Assn. several years ago.

In the intervening years, we have built up a news staff under Chuck Dulane, our news director, which includes stringers and tipsters to help us cover local news within a reasonable budget.

Among the subjects on which we have editorialized or reflected a management opinion have been police pay, a local hospital bill, public school textbooks and roads.

Here are some of the questions we asked ourselves, questions which discouraged broadcasters from editorializing.

"Doesn't a serious talk of any kind lose audience?"

"Since you necessarily have to disagree with one side or another, don't you make enemies and even lose audience?"

"What about pressure or recrimination from political groups, sponsors, and well-meaning friends or dissident elements?"

"What about tying up valuable time both for your own editorial and equal time to opponents?"

"How do you know what to editorialize about and when?"

"How much staff time does it use up?"

"What effect does a 'radio editorial' have, particularly when you're only one station in a multi-station market?"

"Does anybody care what your opinions are?"

If I've left any other questions out, it's oversight and not because I'm being evasive.

Here are some of the conclusions we've reached as the result of our experiences at WGAY:

Although much broadcast material disappears into the ether without a station being aware of a reaction, we have never yet broadcast an editorial without someone stopping us the next day . . . or even six months later and commenting favorably or unfavorably on our stand.

Although we seriously try our very best to clarify an issue and express an opinion in our editorials, we are less concerned with the wisdom of our judgment than in crystallizing at least one viewpoint on a current problem . . .

The rules of fair-play and the FCC guide us. We actively seek out the opposition by sending out mimeographed copies of our editorial or notifying the opposition, to which we are ready and eager to offer equal time. Nothing pleases us more than to receive a demand from a legitimate opposition group for equal time. Radio can stand the excitement of controversy.

How do we handle an editorial on the air? It starts out something like this (usually recorded in an unidentified voice):

"Here is a WGAY editorial in the public

THESE PEOPLE ARE *LISTENING!*

THEY ARE LISTENING to a stereophonic tape demonstration at the first annual WDOK HI FI FAIR
THEY ARE AMAZED at the sounds they hear
THEY ARE LISTENING to WDOK and WDOK-FM more and more
THEY ARE AMAZED at the sounds they hear

ITEM: On November 17th and 18th WDOK sponsored The First Annual WDOK High Fidelity Fair at the Hotel Cleveland.
ITEM: Since November 1st, a strike at the three major Cleveland dailies forced the newspapers to suspend publication.

★ YET, 10,000, YES, TEN THOUSAND PEOPLE, TEN THOUSAND NORTHERN OHIOANS OF EVERY AGE, EVERY SOCIAL AND ECONOMIC CLASS, ATTENDED THE FAIR.
★ AN IMPARTIAL SURVEY ON THE SPOT REVEALED THAT BETTER THAN THREE OUT OF EVERY FIVE PERSONS THERE HEARD ABOUT THE FAIR OVER WDOK AND WDOK-FM (500 were polled).

WDOK

CLEVELAND 15, OHIO
5000 Watts 1260 Kc
music, music, music and news
See H-R Reps or call Main 1-2890
WDOK-FM 102.1 MC

THIS IS DEMONSTRATED PULLING POWER.

WDOK: 19 hours of top deejays, fast news and sports. Ronnie Barrett, Big Chief Norman Wain WDOK-FM. Pioneer broadcaster of "Music Unlimited in Hi-Fi." Unduplicated good music service.
MORE AND MORE CLEVELAND'S FAVORITE STATIONS FOR MUSIC AND NEWS.

interest entitled, "To Be or Not to Be a Hospital." Our editorials run about three minutes or so. At the conclusion, we say: "You have just heard a WGAY editorial in the public interest entitled 'To Be or Not to Be a Hospital.' Equal time will be offered to qualified opposition views. This broadcast will be repeated at ———."

Generally, we start our editorials at midday and repeat them approximately six times within a 24-hour period.

Recently, we added two innovations to our editorial coverage of the hospital bill. We planned the editorial a week or more in advance and set a date simultaneous with the issue of the weekly newspapers. We then notified the opposition and invited them to prepare a rebuttal for broadcast immediately following our editorial. We thereupon released our story to the press with a future release date. Several days before the editorial was broadcast, we carried brief promotional spots stating that on Thursday and Friday WGAY would broadcast an editorial concerning the hospital bill, but did not indicate what our position would be.

This particular editorial was very successful from a promotional point of view. Several of the papers carried top stories on our position, as well as photographs taken and furnished by the side we happened to support . . .

Do you lose or gain audience? I don't know and don't think you can directly measure the impact of the editorial from that point of view. I do know that the prestige of the station as a significant and influential community medium was never higher. . . . People generally refer to WGAY as "our station" or "the community's station." We have identified ourselves with them, and they, apparently with us—for which we're grateful.

What about pressure and negative reactions to editorials? We once broadcast an editorial concerning a road construction project which in our opinion was being handled haphazardly and negligently to the detriment of local businessmen and residents who had to drive through the area.

Soon after the editorial was first broadcast, I received an angry telephone call from a leading and respected merchant and WGAY advertiser. His argument was that by publicizing the difficulties, we were emphasizing the almost impossible road conditions in the shopping area and thereby discouraging trade. We tried in vain to defend our position but told him it represented the considered judgment of our "editorial board." We didn't retract nor change our schedule of broadcasts.

He had hardly hung up when the phone rang again. It was another business man, a gas station operator who said. "Joe, I heard what John So-and-So said to you, and I told him I didn't think it was right to put pressure on you. That it wasn't democratic to interfere with your opinions. Keep up the good work. I think you're right."

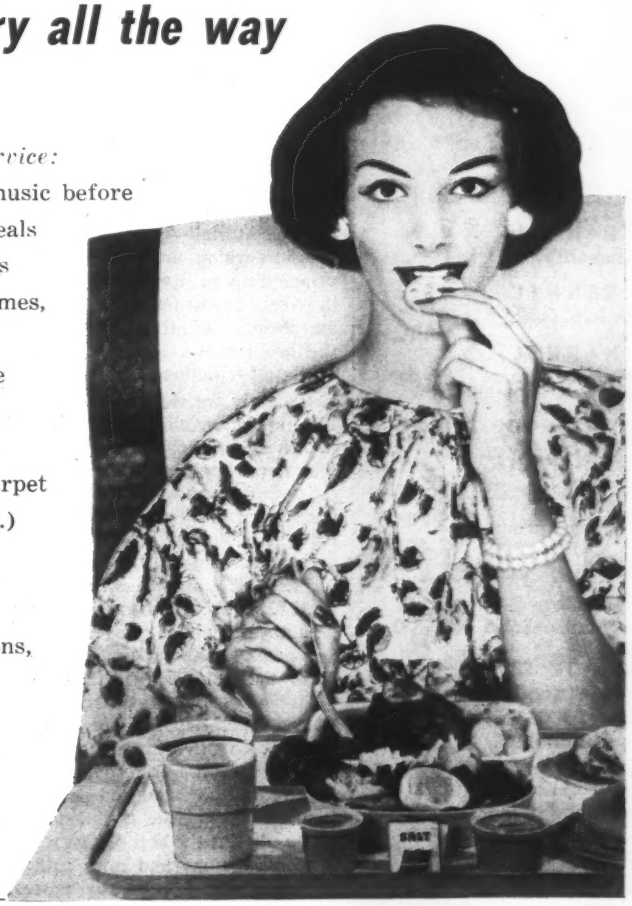
Incidentally, in this instance, additional machinery was added to the road project and Sunday work began almost from the following week on.

Also, on one of our road editorials, we

In the lap of luxury all the way

This is United's *Red Carpet* Service:* softly spacious seats, soothing music before takeoff. Cocktails and superb meals with the compliments of United's own master chef. Club lounge, games, delicious snacks. Service that's thoughtful and swift. And you're there before you know it, in the magnificent DC-7, world's fastest airliner. (A final friendly Red Carpet plus: *extra fast* luggage delivery.)

Next time, pamper yourself with Red Carpet Service. It costs not a cent extra. For reservations, call United or an authorized travel agent.

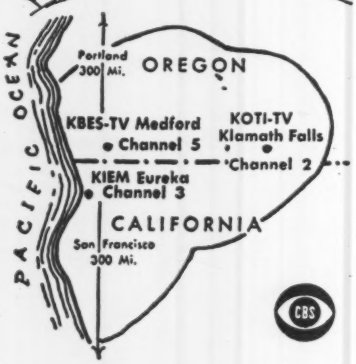


UNITED AIR LINES

Red Carpet Nonstop Service coast-to-coast and to 15 cities including Honolulu.

*"Red Carpet" is a service mark used and owned by United Air Lines, Inc.

THE CALIF.-ORE. TV TRIO



The *Smullin* TV Stations

KOTI CHANNEL 2 Klamath Falls, Ore.
KIEM CHANNEL 3 Eureka, Calif.
KBES CHANNEL 5 Medford, Ore.
} CBS NBC ABC

Three markets—one billing

MARKET FACTS

POPULATION	337,550
FAMILIES	149,981
TV FAMILIES	93,405
RETAIL SALES	$446,231,000
CONSUMER SPENDABLE INCOME	$565,162,000

"The Calif.-Ore. TV TRIO bridges the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 & 5."

for CALIF.-ORE. TV TRIO
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

got strong complaint and demand from the State Roads Commisison seeking equal time. We were glad to arrange it. They never showed up.

How do we decide what to editorialize upon? Actually, we feel like beginners feeling our way. Usually, it's some subject that is "hot" and controversial. Between our news department and myself, we act on impulse when we feel there is a subject of considerable interest.

We have developed an "editorial board" which includes several of us at the station. We discuss the subject pro and con, determine our point of view, and let it go. The editorials do not represent a personal opinion but rather the station's opinion. The editorial board also serves as a protective barrier for individuals against outside criticism or complaints. Also, we feel that an editorial is less effective when it represents an individual point of view as compared to the station's point of view . . .

How to measure the impact of an editorial? Strangely enough the impact of an editorial is not measurable in quantity of listeners who hear it or are influenced by it.

The editorial by its mere broadcast assumes strength of public interest and criticism or support which is interpreted as at least reflecting the viewpoint of some considerable portion of the community. Obviously, management and staff are not living in a vacuum and their reaction in formulating an opinion must have come as a reaction or encouragement of some group opinion or problem, or public discussion.

Its broadcast—like publication of a newspaper editorial—is a concrete, public expression which must be studiously ignored or acted upon. Reproduced in mimeograph, it is self perpetuating as a helpful tool or an obstacle by those directly involved in the problem. . . . It is, in other words, a catalyst for action.

Recently we were involved in a problem affecting a certain textbook banned by our county school board by a four to three vote. Our news department invited both sides of the school board to express their views. We then analyzed the book, I expressed my personal support to a minority member of the board. He asked me to write him a letter of my views.

At this point, no one dared to speak out for fear of being charged with unpatriotic views. When we sent my letter to the school board member we decided then to release the letter to the local press with our analysis of the book showing that the criticisms of the book were based upon statements taken out of context. Since it was likely that the letter would be published in whole or in part by the press, we thereupon broadcast our letter in full over my own signature. All the local papers as well as the *Washington Post* and *Evening Star* carried stories stating "Radio Executive Criticizes School Board."

Meanwhile, I received a visit from a neighbor late one evening the day of our broadcast. She wanted to know if she could have a copy of our letter. She was a member of the League of Women voters.

We received other requests. Later the League and the local chapter of the American Assn. of University Women pressed the board on the problem and persuaded the board to pass a resolution stating that their prior action was in no way intended to reflect upon the patriotism of the teachers and school officials who had approved the book. Later, on a vote of a book by the same author, the board voted unanimously to table opposition to the book. The matter may still be alive; it's too early to determine. But again the broadcast opinion served as a catalyst—and a public reaction to a problem that few individuals cared to become involved in—particularly in an area where many are government employes.

We wondered if any agencies or sponsors would be concerned about this issue. Several commented on it, having seen the material published or heard about our participation. We were complimented and praised. Local citizens' words filtered back. One night, a woman I'd never met walked up to me and shook my hand: "Mr. Brechner,

'SOUNDTRACK' SOUNDS OFF

AFTER just five weeks of broadcasts, KTRK-TV Houston's *Soundtrack* (7-9 a.m. EST), has proved to be a highly-successful advertising vehicle, according to the station. For instance:

The local RCA distributor ordered two spots per day for one week on *Soundtrack* to advertise a combination radio-phonograph. The advertiser had several hundred on hand and no advertising was used except the *Soundtrack* announcements. At the end of one week, all of the combinations had been sold and dealers were getting calls for more. The distributor renewed for four spots per day to run 13 weeks.

A local department store reported results were so good after it ran one announcement advertising a bicycle that its stock was depleted. The item being plugged had to be changed before the next commercial.

Red Head Boat Co. extended its contract on the basis of 100 new customers attracted by *Soundtrack*.

Soundtrack is designed to appeal to an audience that cannot watch the screen at all times. It offers a "maximum of music with a minimum of talk," plus latest news, weather and frequent time checks, according to Willard E. Walbridge, vice president and general manager of KTRK-TV. "We believe the tremendous success of *Soundtrack* is due to the fundamental idea of enabling viewers to enjoy television in those early morning hours without having to sit in front of the set," he stated.

Soundtrack features Ted Nabors, Houston radio personality for 25 years.

I want to compliment you on your letter—you're a champion.". There's always a first time—and this was it. I felt I had joined the historical champions of free speech.

Does a strong editorial position affect business? I'd say yes. So far we have never lost an account that we know of for having an opinion. On the other hand, I am firmly convinced that we do get business because we're the "significant" station in this particular market.

In the case of the hospital bill, we also received business not only from the side we advocated, but the opposition side prepared a folk type propaganda song and bought spots on WGAY—the only station its budget could afford. And we did our very best to give our best professional advice in recording the spot as well as recommending the best availabilities. As proponents we had one attitude—as a radio station selling time, we wanted to get the best results possible for our sponsor. It seems ridiculous, but that's how we behaved here . . . and I believe the opposition sensed and understood that there was a firm line between editorial judgment and professional judgment—as well as accepting unquestionably our integrity—if not our editorial wisdom.

What will we do in the future? More editorials, whenever we have the time and patience and staff to develop one for a worthy issue. We won't try to broadcast editorials every day on each and every subject the way the newspapers do. It is unlikely we will directly editorialize on political candidates or become too deeply involved in a clear cut political issue as such. We will, however, discuss any local issue which local residents are considering across party lines. But we seemed to have found the formula which is fair and meets any FCC requirements. We may not always have the time to await simultaneous rebuttal—and we won't. But we will send out copies and seek out the opposition to offer them time.

Meanwhile, we have learned much from these radio editorials. We have learned that radio not only must sing and talk and amuse, but it also must think. We believe that this thought will add stature to the medium and earn greater respect for those of us associated with the industry. We feel that listeners will admire the medium more and lean upon it even more heavily. We feel that our community and the country—and each individual involved as broadcaster or as citizen—gains by the widest discussion of public issues.

NOW
DO-IT-
YOURSELF
ADVERTISING
ANNOUNCEMENT
FROM tpa
see page 57

Philco Names Gilles, Hardy, Woods Exec. Vice Presidents

PROMOTION of three vice presidents to newly-created positions as executive vice presidents of Philco Corp. was announced Dec. 30 by James M. Skinner Jr., Philco president.

Joseph H. Gilles was named executive vice president-operations. He has been with Philco since 1929 and formerly was vice president-manufacturing. Promoted to executive vice president-consumer products was Larry F. Hardy, who joined Philco in 1932 and formerly was vice president in charge of consumer products divisions. Dr. Leslie J. Woods, formerly vice president in charge of research and engineering, was named executive vice president of the same activities.

Under the new administrative set-up, John M. Otter, who has been an executive vice president of Philco since 1954, becomes executive vice president-marketing with full responsibilities in the fields of distribution, merchandising and advertising.

Electronic 'Miracle Kitchen' Announced by RCA Whirlpool

DEVELOPMENT of a "completely functional" RCA Whirlpool "Miracle Kitchen," equipped with a rotating tv monitor and screen for standard tv broadcasts as well as a wall projection surface for color television reception, was claimed last week by Whirlpool-Seeger Corp. as an advance research project.

Designed for remote and automatic space control, the new kitchen shows mechanical innovations now in various stages of development in W-S' engineering-research labs. Among the features are air conditioning and indirect lighting, a battery-powered mobile floor cleaner and dishwasher cart, movable refrigerator and food storage shelves, automatic cooking facilities and an electronic fan.

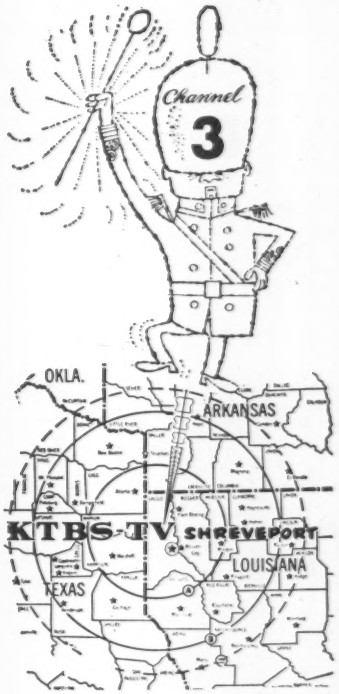
Heart of the Miracle Kitchen is a semicircular range and planning center. Included are controls for aural and visual communication and food selection in addition to the features named above. The rotating tv monitor at the planning center permits a glance at activity at the front door, nursery, game room and other locations. Standard television transmission also may be received on the screen.

Other kitchen features include color projection of recipes on the wall, a large wall projection surface for color tv reception, food inventory panel and canned food dispenser.

Sirmons to CBS Inc. Labor Post

APPOINTMENT of James F. Sirmons, manager of the CBS Radio network operations department, to the labor relations department of CBS Inc. is being announced today (Monday) by William C. Fitts Jr., vice president in charge of labor relations. In his new post Mr. Sirmons replaces Fred Ruegg, who has been transferred to the west coast to manage CBS-owned KNX Hollywood and the Columbia Pacific Radio Network [B•T, Dec. 24, 1956].

KTBS-TV
LEADS
according to latest
NIELSEN*



*MONTHLY COVERAGE,
Homes Reached 136,860
A Bonus of 6,740 over Station B

*TELEVISION HOMES
in KTBS-TV Area 157,980
A Bonus of 13,120 over Station B

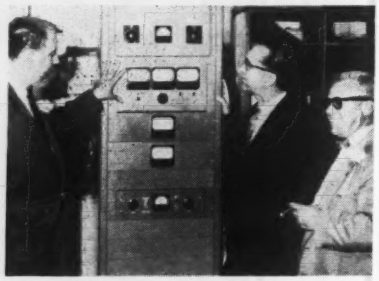
* N.C.S. No. 2, Spring 1956

KTBS-TV
CHANNEL
SHREVEPORT
LOUISIANA
3

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.



OREGON Gov. Elmo Smith (c) inspects a Gates RDC-10 remote control unit at dedication ceremonies for KWRO Coquille, Ore. Features of the unit are being pointed out to the governor and KWRO General Manager Lynn Thomas (r) by Jan King, Gates regional representative.

Special RCA Tv System Speeds Research on Live, Cancer Cells

RCA has developed a special ultra-violet closed circuit tv system that provides "immediate" comparative data of chemical activity within live normal and cancer cells, it was reported last week by Arthur L. Malcarney, vice president and general manager, RCA Commercial Electronic Products.

Mr. Malcarney said the new technique, made possible by a developmental RCA ultraviolet-sensitive tv camera tube, is undergoing experimental examination at the National Institutes of Health, Bethesda, Md. The tv system is being used with a high-power microscope and an electronic oscilloscope to obtain direct observations and oscillographic measurements of the metabolism of living cells, according to officials at the institutes.

The ultraviolet television system, according to Mr. Malcarney, utilizes a standard RCA black-and-white tv camera (type TK-21), which is widely used throughout the tv broadcast industry. The camera's standard monochrome vidicon tube has been replaced with the experimental RCA ultraviolet-sensitive vidicon camera tube. The pickup tube and its circuitry were developed originally at RCA's David Sarnoff Research Center by A. D. Cope and L. E. Flory, under the supervision of Dr. V. K. Zworykin, and were made available to Dr. George Z. Williams, chief of the NIH clinical pathology dept., for the cell-research program.

The system, Dr. Williams said, makes it possible for the first time for researchers to observe and take motion pictures simultaneously of chemical activity within the living cells; makes possible microscopic study and analysis of hundreds of living cells in only a fraction of the time formerly required, and enables direct observation, and rapid and accurate measurement and identification of certain chemical changes within the cells.

Portable Tv Dominance in '57 Predicted by Admiral President

NEARLY HALF of all tv receivers produced in 1957 will be portable models and color television should continue to grow "steadily," Ross D. Siragusa, president of Admiral Corp., has predicted.

Mr. Siragusa estimated industry output at nine million units for the new year, with color tv sales at nearly 500,000 units. He also sees more business and greater profits ahead for "sound, well-financed" companies which survived the "shakedown" pressures of the past year. Portable 10-, 14- and 17-inch tv sets should sell well, he felt.

"Radio sales were excellent in 1956," Mr. Siragusa reported, "and we foresee an increase of 5% next year, due largely to the popularity of the new pocket transistor models. The movement of high fidelity phonographs should continue to show relatively sharp gains because the market still has low saturation."

McGraw Electric, Edison Merge, Firm Plans Five-fold Expansion

ACQUISITION of assets of the Thomas A. Edison Inc. by McGraw Electric Co., representing a merger of the electronic-electrical interests of both firms, was consummated Wednesday, with emergence of a new firm to be known as McGraw-Edison Co. Stockholders have approved arrangements involving a stock exchange and splitting of shares.

The new organization is expected to represent about $250 million in combined sales. Products of the new firm include electronic instruments and small home appliances. McGraw Electric Co. includes the Toastmaster and other divisions. McGraw stock closed at $80 and Edison at $40 before formal transfer of assets Wednesday. Firm said it acquired Edison for its research and development lab, which is credited with producing important electronic and other developments during the past three years. New company plans a five-fold expansion of research and development for its combined divisions. In a two for one stock split, Edison stockholders receive one share of McGraw for each one of Edison common held.

In the new alignment, Max McGraw will be president and chief executive officer and Charles Edison, former governor of New Jersey and son of the famed inventor, will be chairman.

NO STRINGS ATTACHED

PHILCO Corp. has offered a five-year guaranteee on its all-transistor "cordless" home radio, the first such guarantee in history, according to the company. The 7x4¼x2 in. radio may be returned to the factory for repairs, at no cost, anytime within five years of the date of purchase. The guarantee covers all parts as well as service. In addition, Philco dealers will replace, free of charge, the two ordinary flashlight cells which power the transistor radio if they fail within one year.

According to James J. Shallow, general manager of Philco's radio division, the guarantee is made possible by the long-life of seven transistors used to replace vacuum tubes and by the printed wiring panels and high quality components used in the chassis.

ORRadio Reports Record Sales; Booming Tape Market Predicted

A 1956 SALES RECORD of ORRadio Industries, Opelika, Ala., is indicative of a booming market for tape and tape recorders, according to John Herbert Orr, president of the manufacturing concern.

Mr. Orr said last week that sales of the Irish Brand magnetic recording tape which his company manufactures "for the 1956 calendar year were 58% ahead of 1955" and that "our 1956 fall quarter showed an increase of 65% over the previous year." He added that "there was no slackening of business even in the normally slow summer months. August sales were 90% over the same month in 1955."

Chicago Home Show Opens

NEW radio-tv lines and features, with emphasis on portable tv and transistor radio models, will be unveiled at the International Home Furnishings Market in Chicago, starting today (Monday) and running for 12 days. Electronics manufacturers will display their wares at the Merchandise Mart, with some 45,000 buyers and sellers expected to attend. Color tv models also will be shown.

Standard Super Sound Effects Are a Must—
If you want your commercial "spots" to command attention. Special "Best sellers" - 25 of our most popular discs—available at package price.
Free catalog and "cue teasers" (spots cued to sound effects) sent on request.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package

PRESENTING checks to RCA's Paul Berguist for construction of a community tower are these representatives of three Baltimore tv stations. L to r: Mr. Berquist; John Wilner, WBAL-TV; C. G. Nopper, WMAR-TV, and Ben Wolfe, WAAM (TV). The presentation followed approval by the FCC for construction of the tower, which will support all three transmitting antennas spaced at 100-ft. intervals atop a candelabra-type structure. The tower will be 735 feet tall and 1,045 feet above sea level.

MANUFACTURING PEOPLE

G. W. Wallin, executive vice president, Bell & Howell Co.'s TDC Div., appointed president of firm's Electronic Products Div.

Lawrence H. Pexton, controller, General Radio Co., Cambridge, Mass., and **John D. Quackenbos,** personnel department manager, elected treasurer and secretary, respectively.

William G. Urbon, manager of salary, wage and benefits administration for GE's Knolls Atomic Power Lab., Schenectady, N. Y., named manager of employee relations, GE's Technical Products Dept.

Dr. Erwin F. Lowry, 65, manager of Salem, Mass., research engineering labs, lighting Div., Sylvania Electric Products, died at his Danvers, Mass., home, last Wednesday.

Eugene M. Kinney appointed assistant general manager of Zenith Radio Corp.'s hearing aid division.

MANUFACTURING SHORTS

RCA's Commercial Electronic Products, Camden, N. J., has sent to broadcasters second edition of catalogue, "Broadcast Transmitting Equipment for Uhf-Vhf Television," giving details and specifications for transmitters with power ranging from 100 w to 100 kw, and information on input and monitoring equipment, transmitting consoles, crystals and accessories. Companion price list also is available.

Sylvania Electric Products Inc. has introduced new all-transistor portable radio said to be of "radical design" to its western regional distributors. New radio, "The Thunderbird," operates with seven transistors and measures 3 3/4x5 5/16x6 1/4 inches. Its plastic cabinet reportedly is unbreakable and has chassis and speaker compartments in two separate sections.

Eccles Sound Studios, Pantages Bldg., Hollywood, has been acquired by Gene Norman organization and completely remodeled to provide all audio services to radio-tv commercial producers. **Ted Kloba,** formerly with Capitol Records, has been named engineering supervisor.

Majestic International Sales Corp., Brooklyn, N. Y., is distributing miniature tv camera small enough to be held in palm of hand. It comes equipped with variety of lenses and mirror attachments. Camera is manufactured by Grundig in West Germany, measures 5½ in. x 2 in.

Printed Circuit Lab of Federal Telephone & Radio Co., IT&T subsidiary located at Clifton, N. J., has announced complete "from design to manufacture" printed circuit and modern packaging service, designed to permit manufacturers to cut costs and speed up production of wide range of electronic products. Details may be obtained from Federal Telephone & Radio Co's. Electronic Systems Sales Dept., 100 Kingsland Rd., Clifton, New Jersey.

Newark Electric Co., Chicago electronics and high fidelity equipment distributor, has announced plans for new west coast office in Inglewood, Calif., as part of general expansion program. Ground-breaking for new building is scheduled for February.

Hungarian Aid Appeals Continue on Stations

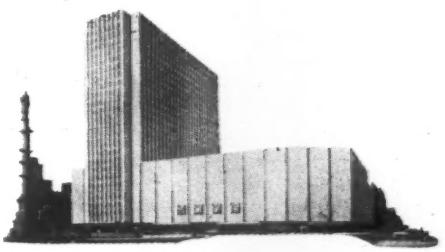
RADIO AND TV stations are continuing their efforts to aid Hungarian refugees, both those still in Europe and the ones who already have reached this country. Many of the stations have reported their activities on behalf of the Hungarians to B•T.

WITH Baltimore, through its "Big Seven" disc jockey personalities and in answer to an International Rescue Committee appeal, has found jobs for several refugees in Baltimore. In addition, money, medicine and food has been collected, and one large storeroom has been filled with clothing as a result of the station's efforts. WITH's drive has been going on several weeks and will continue "indefinitely."

Also in Baltimore, WBAL-AM-TV received offers of jobs, money and homes after 17 refugees were interviewed by News Editor Keith McBee and News Manager Galen Fromme on both stations. Although contributions were not solicited by WBAL-AM-TV, response to the interviews was "immediate and overwhelming."

WCCO Minneapolis-St. Paul Associate Farm Service Director Jim Hill spearheaded a drive for farm homes for refugees sent to that area. As a result, 160 WCCO listeners pledged homes.

WABD (TV) New York held a special 90-minute program, *Salute to Hungary,* to



sesac

PAUL HEINECKE, President

LICENSING THE PERFORMANCE,
MECHANICAL OR SYNCHRONIZATION RIGHTS IN
"THE BEST MUSIC IN AMERICA"
TO THE ENTIRE ENTERTAINMENT INDUSTRY,
RADIO, TELEVISION, MOTION PICTURE,
TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES,
THEATRES, CONCERT HALLS, HOTELS, ETC., WITH
A REPERTORY OF DISTINCTION

OUR 25TH ANNIVERSARY

PRODUCERS OF THE FAMOUS
SESAC TRANSCRIBED LIBRARY

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

"SOUND-FACTOR"

The Sparkle of

Impressionable Living

with

RADIO WSRS

ON

GREATER CLEVELAND'S

NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY
TO RECOGNIZED ADVERTISING AGENCIES
BY WSRS, INC., CLEVELAND 18, OHIO

Media Buyer Sold on Audit Bureau of Circulations

FRANK COULTER, JR.
Associate Director
Media Relations,
Young & Rubicam, Inc.
New York, New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers. By paying for his subscription, the reader voluntarily puts his name on the subscription list.
He can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job.
Since ABC audits only paid circulation, by and large, this becomes an important measure of reader response".

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING
TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

help raise funds for the International Rescue Committee. Burgess Meredith, Rita Gam, Ella Logan and other entertainers participated and a 15-minute film, "Revolt in Hungary," was shown through the courtesy of CBS-TV.

WIBW-AM-TV Topeka, Kan., greeted the first three Hungarian refugees to reach that city by putting a station car at their disposal and arranging a meeting for them with Kansas Gov. Fred Hall. WIBW-AM-TV general manager presented the three with checks from the station and staff to "help you start a new life."

KABC-TV Los Angeles, in a promotional tie-in with RKO's Debbie Reynolds-Eddie Fisher movie, "Bundle of Joy," held a three hour telethon titled *Operation Bundle of Joy* to aid Hungarian relief. Top Hollywood stars participated to ask for contributions of new clothes, blankets, toys and other articles.

Public Service Step-up At NBC Owned Stations

NBC owned stations will strive for a 15% growth in public service activities in 1957, which will be accomplished largely through a new programming technique to be known as "Impact Public Service."

As explained in an announcement yesterday (Sunday) by Thomas B. McFadden, vice president of NBC Owned Stations and NBC Spot Sales, "Impact Public Service" is a plan whereby a station periodically places its full resources behind a single public service endeavor, in contrast with the "shotgun" effect usually associated with public service broadcasting in behalf of a multiplicity of causes. Don Bishop, director of publicity and community services, was credited with having devised "Impact Public Service" and the project will be coordinated by him, according to Mr. McFadden.

As an example of the approach to be used to an "Impact Public Service" project, Mr. McFadden said that a station would have its interview and feature programs cover the selected activity; its regularly-scheduled public service programs—where suitable—would deal with the subject; all available public service announcements would be devoted to it; talent would make personal appearances in support of the undertaking, and the stations' promotional devices would be mobilized on behalf of the effort. He added that individual NBC owned stations will select their own projects for impact treatment, although from time to time, the stations as a group may join forces in a single undertaking.

Mr. McFadden revealed that "Impact Public Service" projects already reported to him as in preparation for 1957 include a special effort in behalf of the San Francisco Symphony at KNBC San Francisco; an extensive campaign at WRCA-AM-TV New York in behalf of the New York City Police Dept., covering juvenile delinquency, narcotics, traffic safety; a highway safety campaign on KRCA Los Angeles, and a fund-raising effort for the Women's Medical College and Hospital, Philadelphia, by WRCV-AM-TV Philadelphia.

PIGGY-BANK DONATIONS

IF the Edward R. Murrow-Fred Friendly-Danny Kaye *See It Now* program, "The Secret Life of Danny Kaye" [Dec. 2, 5-6:30 p.m.] on CBS-TV was meant to be a money-raiser for the U. N. International Children's Emergency Fund, it has succeeded admirably.

So reports CBS-TV in announcing that more than $25,000 in cash and checks has been received in the course of going through bags full of fan mail. Much of the money came from $1 donations from small children who, according to the network, "rattled their piggy-banks." The $25,000 on hand will provide two million children daily with a glass of milk for seven days, or, will vaccinate 2.5 million youngsters with anti-tuberculosis serum, or, enable UNICEF to purchase enough DDT to protect 200,000 against malaria, or treat 25,000 lepers for three years with sulfone tablets.

Heart Fund Lines Up Discmen

SUPPORT of the nation's disc jockeys was enlisted last week by the American Heart Assn. and its 1957 Heart Fund campaign that will get underway next month. A national committee has been set up with Art Pallan, KDKA Pittsburgh, and Dick Whittinghill, KMPC Los Angeles, serving as co-chairmen, according to Eddie Cantor, honorary chairman of the disc jockey group and "America's heart ambassador." Mr. Cantor noted that in last year's drive, stations reported more than 70,000 special heart fund programs and messages broadcast by disc jockeys alone.

Relief for Fire Victims

KAAA Kingman, Ariz., collected approximately $1,000 and several hundred dollars worth of furniture, linens, canned goods and appliances in a drive to provide assistance to a family whose home burned there.

"Our KRIZ Phoenix special—they're guaranteed to do the work of transistors!"

Network Christmas Special Brings in Quick $1 Million

WHEN an advertising agency and radio and television put their all behind a charity project the results can be fabulous. On Christmas Day, George Wolf, vice president in charge of radio and television for Ruthrauff & Ryan, put on a special hour-long spectacular with an all-star cast from 6 to 7 p.m. on behalf of Hungarian relief. In what is considered a direct result of the program, which was carried by 365 television stations and 1,300 radio stations of all seven radio and tv networks, approximately $1 million poured into the Red Cross on the day after Christmas, normally a poor day for contributions. And more money is still flowing into CARE and the three religious organizations mentioned on the show.

Bartell Stations Launch Drive To Aid Seven Orphaned Children

"OPERATION HOPE" has been launched by the Bartell stations to aid seven children orphaned three weeks ago. The children's parents, Mr. and Mrs. Victor Alires, were two of the 12 killed when a car in which they were passengers crashed into the side of a Southern Pacific passenger train near Phoenix.

A spokesman said that part of the money collected was used "to give these children the kind of Christmas they should have." One of the Alires children, 20-month-old Crucita, was the only survivor of the wreck. The Bartell stations are KRUX Phoenix, KCBQ San Diego, WAKE Atlanta, WAPL Appleton, Wis., WMTV (TV) Madison, Wis., and WOKY Milwaukee.

Jewish Group Plans C-C Appeal

FIRST USE of closed-circuit television by a national charity was announced last week by Theatre Network Television Inc. (TNT), New York, which will effect a special 28-city hookup for the United Jewish Appeal Jan. 15. This TNT TeleSession will kick off UJA's 1957 $100 million Emergency Rescue Fund campaign, with funds slated to go towards relocation of over 100,000 European and Near East refugees.

Hospitals Get WBZ Records

WBZ Boston, which late last year began overhauling its vast record library, last week announced it had disposed of over 10,000 phonograph records by donating them to hospitals in the Greater Boston area capable of putting the discs to use.

Fellows Renamed to MOD Post

HAROLD E. FELLOWS, NARTB president, has been reappointed chairman for the seventh consecutive year of the 1957 March of Dimes national radio-television committee, it was announced last week by Basil O'Connor, president of the National Foundation for Infantile Paralysis. The committee's functions will once again consist of reminding nationwide audiences of the Jan. 2-31 drive for $46.9 million needed to continue the anti-polio campaign.

Other radio-tv executives named to the

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Stainless, inc.

NORTH WALES • PENNSYLVANIA

committee as co-chairmen: CBS Radio Vice President Howard G. Barnes; NBC Radio Vice President Jerry Danzig; ABC Radio Vice President Don Durgin; NBC-TV Executive Vice President Thomas A. McAvity; CBS-TV Executive Vice President Hubbell Robinson Jr.; MBS Program Director Brad Simpson, and ABC-TV Vice President Oliver Treyz.

March of Dimes Campaign Adds Ex-Agency, Network Employes

SEVERAL former agency and network writers, directors and producers have been added to the radio-tv-films division of the National Foundation for Infantile Paralysis to help the 1957 March of Dimes meet its goal of $46.9 million by Jan. 31, according to Howard J. London, the department's director.

Added to the staff: Karl Hoffenberg, former NBC-TV producer; Cyril Armbrister, previously with ABC Radio as producer-director; Paul LaPorte, formerly with CBS-TV as producer-director; Philip Young and Woody Price, former copywriters with McCann-Erickson and Erwin, Wasey & Co., respectively; Mildred Wilkerson, former Herbert Baker Adv., Chicago, copywriter, and others. Frank Young, former Screen Gems Inc. publicity director, and Pete McGovern, an ex-Young & Rubicam publicity specialist, will handle national public relations, and in Hollywood, John Swallow, former NBC program manager for the West Coast, is heading radio-tv-and-motion picture production.

1957 'Dimes' Chairmen Named

NAMES of personalities who have accepted chairmanship posts on the 1957 March of Dimes committee for the campaign Jan. 2-31 have been announced by Basil O'Connor, president of National Foundation for Infantile Paralysis. They are Eddie Cantor, lifetime chairman of "March of Dimes of the Air"; Bob Hope, national armed forces; Robert Trout, news commentators; Lawrence Welk, national band leaders, and Howard Miller (WIND Chicago), disc jockeys.

Deadline of Feb. 11 Set For Lasker Award Entries

DEADLINE of Feb. 11 was set last week by the Albert & Mary Lasker Foundation, New York, for the eighth annual Albert Lasker Medical Journalism Award competition for the top radio-tv programs, newspaper stories and magazine articles dealing with medical research or public health during 1956. Inaugurated in 1949, the awards (honoring the late Albert Lasker, head of the former Lord & Thomas agency, now Foote, Cone & Belding) have been increased from $1,000 to $2,000 each. Last year's radio-tv winner was Smith, Kline & French Labs' *March of Medicine* on NBC-TV.

Radio-tv programs aired during the calendar year 1956 are eligible for the award. Details and entry blanks may be had from the Foundation, 405 Lexington Ave., New York 17, N. Y.

Headliners Club Accepting Entries For Annual Awards

NATIONAL Headliners Club has announced its 23rd annual Headliner awards for outstanding achievement in news reporting, writing and pictures in both the printed and the broadcast media. Awards are offered for consistently outstanding news coverage by a radio station and by a tv station, consistently outstanding radio network news broadcasting, outstanding network television coverage of a news event and outstanding public service by a radio station and by a tv station. Stations and networks should make only one entry in each category, submitting an explanation of the entry and, if desired, a recording or film clip of not more than five minutes playing time. Entries for public service awards should explain what the goal of the broadcast or series was and how successful it was in accomplishing that purpose.

Entries should be submitted by March 15, 1957, to Mall Dodson, executive secretary, National Headliners Club, 2307 Boardwalk, Atlantic City, N. J. Winners will be announced April 20. Awards are to be presented at the 24th Headliners awards meeting in Atlantic City, April 27.

WINNING AD-LIB

KMOX St. Louis personality Curt Ray has been chosen by Management Assoc. of Connecticut, Stamford, agency for Slenderella International, as grand winner of Slenderella's Commercial-of-the-Year contest. Winners are given one-week vacations in Nassau, B.W.I., for having consistently delivered the best ad-lib Slenderella commercials. The contest is conducted in Slenderella's 35 markets via 250 radio stations.

A. V. TIDMORE (l), owner of WPPA Pottsville, Pa., presents a plaque to Charles A. Domson, president of the C. D. Kaier Co., in appreciation of that firm's 10 years of sponsorship of Ed Romance's *Kaier's Sport Show* on WPPA. The presentation took place at a banquet hosted by the sponsor following the 3,000th program in the series.

AWARD SHORT

Bruce Barton, chairman of board, BBDO, N. Y., named recipient of 1957 Franklin Award for distinguished service, to be presented on Jan. 15 at Commodore Hotel, N. Y., at dinner celebrating printing week.

Phil Silvers, star of CBS-TV *You'll Never Get Rich,* received special award from AMVETS on Dec. 14 for his contributions to entertainment of the armed forces and public through personal appearances and his tv show.

WKMH Dearborn, Mich., and **John J. Carroll,** managing director of station, received plaque from American Cancer Society for its "notable assistance in the Crusade to Conquer Cancer."

WBAP-AM-FM-TV Fort Worth cited by Continental Air Defense Command's Ground Observer Corps for voluntary services in support of the Air Defense of the United States.

Edgar A. Mosley, program director of KREM Spokane, Wash., received U. S. Air Force Appreciation Award for "his continuous cooperation and work with the Ground Observer Corps."

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Van Patrick, WKMH Dearborn, Mich., sportscaster, given Ford Hall of Fame award for "outstanding contributions to professional baseball and football as well as stimulation of interest in sports."

KLAC Los Angeles honored by local police department and Junior Chamber of Commerce for its safety slogan contest which "helped keep traffic accidents down to minimum this year."

Del Moore, KTTV (TV) Los Angeles, cited by Israel Friedman, national executive director of Jewish National Home for Asthmatic Children, for "fostering the ideal that the cause of the child is the cause of humanity."

KCMO-TV Kansas City, Mo., has received special citation from Government Public Relations Assn. in recognition of its program, *Profile,* half-hour weekly documentary presentation about Kansas City from cultural, industrial and governmental standpoints.

Ray Forrest, host on WRCA-TV's *Children's Theatre,* was presented with award of merit from YMCA of New York last week for his efforts in interpreting the aims of the YMCA on his programs.

Francois Pope, star and chef of WBKB (TV) Chicago *Creative Cookery,* honored with first annual "Dairy Helpfulness" citation by Illinois Dairy Products Assn. He was cited for "outstanding services to dairy industry in Illinois."

WBCM Bay City, Mich., awarded Certificate of Appreciation from Michigan Heart Assn. for its "distinguished service in the fight against heart disease."

KGHL Billings, Mont., on its silver anniversary, was awarded plaque by NBC for its "25-year meritorious service in the public interest."

EDGAR T. BELL, general manager of KWTV (TV) Oklahoma City, is congratulated by Maj. Gen. T. E. deShazo upon the presentation to Mr. Bell of a certificate of appreciation "for patriotic civilian service to the Dept. of the Army." The certificate with citation and lapel button were presented in recognition of the *Bruce Palmer Reports From Europe* series, in which 716 Oklahomans stationed at military installations in France and Germany were interviewed on film by KWTV News Director Bruce Palmer.

KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK
KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI
WINX
WBRD
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WCED
WCHV
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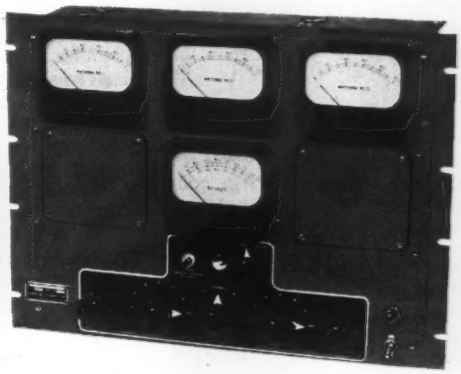
NEMS-CLARKE
MODEL 108
PHASE METER



The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

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Goat for sale

If you got any loose goats you want to turn into cash, or a polygonal monitor that needs a new home, or a void where a d.j. ought to be, or an analog computer you want to exchange for an old UV 201 A . . . or, on the other hand . . if you want a job that pays off in money instead of custard, or if you have tape recorder, will travel . . . stop languishing this minute. Take steps. Be a man of action. Tell B•T's readers all about it in the Classified Section.

AWARDS

Ziv Tv, producer of *Men of Annapolis* series, has received special commendation by Navy Dept. for "the splendid manner" in which it is portraying young men of Annapolis.

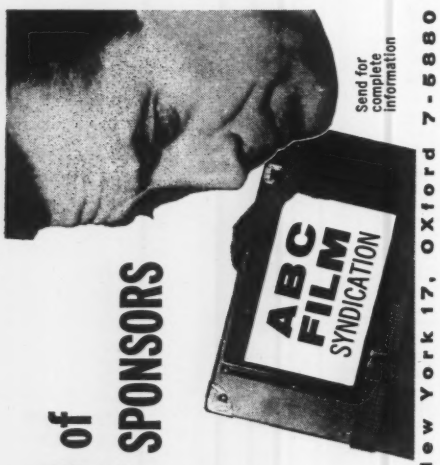
George Vicas, CBS Radio public affairs producer, and **Walter Wager,** CBS writer, cited by Dennis J. Metcalfe Post 542 of VFW for their "distinguished public service" in connection with network's *Update* program of Nov. 14 on Hungarian situation.

WRCV-TV Philadelphia cited by local Medical Society for its weekly half-hour series, *The Human Body,* and its "interesting and unusual approach to presenting medical information to laymen."

Jane Pickens, NBC Radio personality, was cited by *Newsday,* Long Island daily, as "Woman of the Year" in recognition of her work on behalf of United Cerebral Palsy, Salvation Army and Girl Scouts of America.

WSUN-AM-TV St. Petersburg, Fla., cited by Mayor Sam Johnson and City Manager Ross E. Windom for its efforts in collecting new toys and $5,000 to aid underprivileged children in St. Petersburg area.

Melville Eastham, founder and honorary president of General Radio Co., Cambridge, Mass., received Armstrong Medal from Radio Club of America in recognition of his "outstanding contributions to the art of precision measurements in the radio and electronic field."



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EDUCATION

CBS FOUNDATION INC. SETS FELLOWSHIPS

- **To aid radio, tv newspeople**
- **Program to be at Columbia U.**

A NEW annual fellowship program to be established at Columbia U. in New York for persons working in radio and tv news and public affairs is being announced today (Monday) by CBS Foundation Inc., agency which makes educational and charitable grants on behalf of CBS Inc. and its divisions.

Fellowships will average about $8,000 apiece with eight granted yearly. The money will cover tuition, transportation and maintenance in New York during the fellowship year. The program is being undertaken to broaden and strengthen background of the individuals to permit them to meet "their growing responsibilities in electronic journalism." Fellows as a group will hear invited speakers and discuss with them subjects relating to the news-public affairs field and will have access to CBS Radio and CBS-TV studios to observe techniques and procedures.

CBS Foundation believes this to be the first time such a plan has been set up in the radio-tv field. A similar fellowship program has been conducted in the newspaper field for some years at Harvard U. under the Nieman Foundation.

Fellowships will begin next fall (applications close March 1 with selected recipients

AID TO RELIGIOUS BROADCASTING

THE THOUGHT that religious broadcasting could be improved prompted the organization of Church Broadcasting Assn., San Anselmo, Calif., nondenominational organization, to begin a project designed to "make religious broadcasting what it ought to be."

Guiding force of CBA is its president, Henry B. Adams, head of the department of Speech & Broadcasting at San Francisco Theological Seminary, San Anselmo. Mr. Adams first saw the need for such a service while attending an NBC summer workshop in Hollywood eight years ago. CBA was incorporated Feb. 4, 1955, and has been busy fulfilling its mission for churchmen and broadcasters ever since.

CBA tries to improve religious programming by supplying professionally-produced, high-quality resource material and tools that the local broadcaster is unable to produce himself. Some of these tools:

A weekly radio news script with more than enough material for a 15-minute broadcast. The news script is prepared by CBA News Editor Robert Jeambey, former newsman for KOLN-AM-TV Lincoln, Neb.

A 26-week series of five-minute devotional talks, titled *Food for Thought.* They are written especially for radio and contain original, unpublished material.

A radio drama series, *This Is My Country,* consisting of 15-minute, true-story accounts of prominent men and women. They are designed for amateur production groups.

Things to Remember, a 30-minute television series that stresses use of visual demonstration and illustration.

A library of tv art, reproduced on 4x5 telops and 2x2 slides, designed to provide the visual portion of local church announcements.

Other resource materials, such as records of religious music, spot announcements, etc.

Assistance to religious organizations in producing specific broadcasting projects to meet industry standards.

CBA's work is not all production. It provides training and helps ministers and churchmen appreciate the necessity for high-quality programming.

At one time or another, most Protestant groups, Roman Catholic organizations, Eastern Orthodox churches and Armed Forces chaplains have used CBA materials. Other CBA customers include the Mutual-Don I ee Network and KSEW Sitka, Alaska.

At the present time, 100 eastern and midwestern television stations are using slides produced by CBA for the United Church Women. The CBA news radio script goes to almost 40 radio stations in 18 states.

CBA derives its revenue solely from the sales of its services and receives no outside financial help from any group. CBA rates and prices are determined primarily by costs and what the customer is able to pay. Organization officials say they feel that by keeping prices nominal, they can stimulate local religious broadcasting by getting the church-group on the air that doesn't have the time for adequate preparation or money for expensive projects.

A state-wide survey released last summer by the Ohio Council of Churches registered concern for the quality of religious programs. The survey found that most of the station managers questioned asked for more programs of religious news, panel discussion, interviews, music and quizzes, instead of live church services. They recommended that churches make their programs entertaining as well as informative. These are some of the faults CBA is working to correct, officials say.

Mr. Adams has one rule-of-thumb that he gives as free advice to any and all religious broadcasters who will listen: "Contribute as much effort-wise as the station contributes in time-value.

"Every religious program ought to feel its responsibility not only to retain audience but to build audience. We feel that if a religious program does not build an audience, over what it inherited, it has not measured up to its obligation."

announced about May 1) with recipients arranging with employers to take leave of absence from their regular jobs for the year. Eligible will be staff employes in news and public affairs at CBS Radio and CBS-TV and of the 11 CBS-owned radio and tv stations; similar employes of all stations affiliated with either network and of non-commercial radio and tv stations licensed to colleges and universities as well as to teachers in the field.

A seven-man committee, made up of three public figures, two Columbia U. and two CBS Foundation officials, will select the fellows. The group will include Lewis W. Douglas, former U. S. Ambassador to Great Britain; Joseph E. Johnson, president of Carnegie Endowment for International Peace, and Byron Price, former executive news editor of AP and assistant-secretary general of the United Nations, all representing the public; Dr. Jacques Barzun, dean of graduate faculties, and Dr. John A. Krout, vice president and provost, both representing Columbia; Sig Mickelson, CBS vice president in charge of news and public affairs, and Edward R. Murrow, CBS newscaster, both representing the foundation.

Dr. Barzun, historian and author who has appeared also on radio and tv discussion programs, will have general direction of the fellowships.

The program will permit fellows to pursue credit or non-credit courses of their own choosing from the Columbia U. curriculum, encouraging them to build up their knowledge of particular subjects while increasing an understanding of radio-tv potentiality in news and public affairs programming.

The fellowship plan was announced by Ralph F. Colin, a member of Rosenman, Goldmark, Colin & Kaye, CBS' counsel, who is president of the foundation. Mr. Colin said the foundation believed radio-tv personnel in the news-public affairs area "will play increasingly important roles in determining the growth of radio and television as informational media." He added the foundation feels it can make "a real contribution to the industry" by encouraging the fellowships. Columbia U. President Grayson Kirk noted the plan was indicative of the "ever-increasing sense of responsibility which our important news and information organizations are bringing to their work in these days when national and world events move at an almost bewildering pace."

Both Mr. Colin and Mr. Mickelson are board members of the foundation. Other members: Dr. Leon Levy of Philadelphia; Millicent C. McIntosh, president of Barnard College, and Dr. Frank Stanton, CBS Inc. president.

Y&R Increases Scholarship Fund

A SECOND $100,000 grant by Young & Rubicam, New York, to the Y&R Foundation, established a year ago, has been announced by agency president Sigurd S. Larmon. The money will go towards four-year scholarships at privately-endowed liberal arts colleges for relatives of Y&R employes. Scholarships range from $200 to $2,000 a year and are determined by the need of the applicant. Scholarship awards are made upon recommendation and advice of a scholarship selection committee manned by educators nominated by the Educational Testing Service, Princeton, N. J.

Educational Center Grants Seven $44,920 for Radio Programming

GRANTS-IN-AID, totaling $44,920, to five schools and two other organizations for educational radio programs have been awarded by the Educational Television & Radio Center, Ann Arbor, Mich., according to center President H. K. Newburn.

Receiving the grants were the U. of Wisconsin, San Bernardino (Calif.) Valley College, Florida State U., U. of Minnesota, U. of Michigan, Lowell Institute Cooperative Broadcasting Council, Boston, and the Pacifica Foundation, Berkeley, Calif. Radio programs to be developed under the grants cover subjects from a sociological study of American women to an exploration of Sigmund Freud's theories and writings.

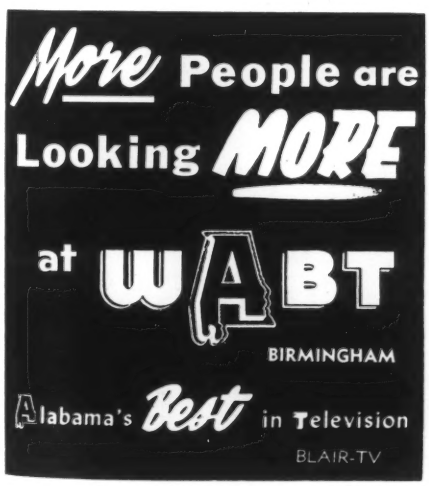
College Graduates Have Pick Of 100 Electronic Occupations

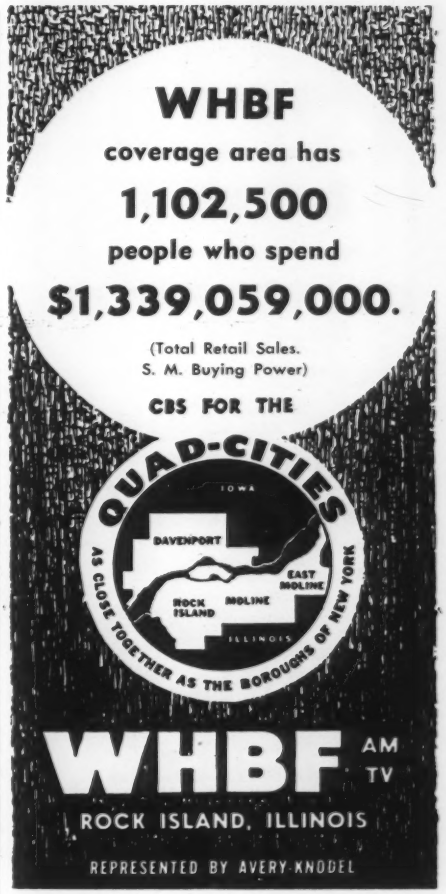
ACCORDING to a booklet published by the National Assn. of Mfrs. Advisory Committee on Educational Aids, there are nearly 100 different electronics occupations open for college graduates.

The NAM booklet notes that the tv industry alone has moved up from only about 10,000 sets sold in 1947 to today's production at a rate of 7 million sets per year, with 75% of U. S. homes having one or more sets. "Color is now on the way and may even replace our black-and-white system. Tv screens for face-to-face telephone conversations could become a reality a few years hence," predicts the NAM. Transistors and their anticipated revolutionary effect in electronics also are prominently mentioned.

EDUCATION SHORTS

General Electric Co. will make available to schools 30-minute educational film, consisting of 10 commercial segments, known as "Progress Reports," which have been carried on company's *General Electric Theatre* (Sundays, 9-9:30 p.m. EST).





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INTERNATIONAL

Private Ownership Best for Tv, Thomson Tells Canadian Viewers

TELEVISION will be more profitable in Scotland than in Canada, Roy H. Thomson, president of Scottish Television Ltd., Edinburgh, Scotland, and part-owner of CHEX-TV Peterborough, Ont., and CKWS-TV Kingston, Ont., stated during a Dec. 28 interview on the Canadian Broadcasting Corp. tv network.

Mr. Thomson, interviewed by Joseph McCulley on a program somewhat similar to Edward R. Murrow's *Person to Person,* said that on Scottish Television there are no controls by the British Broadcasting Corp. He said that since television is primarily an entertainment medium, private enterprise can do a better job than government operated television. His remarks had special significance since the program originated on a government-owned station, CBLT (TV) Toronto, Ont., and was carried by a network composed of both government and independent stations.

Nominations Being Accepted For Rogers Engineering Award

APPLICATIONS are being accepted by the Canadian Assn. of Radio and Television Broadcasters, Ottawa, for the Col. Keith S. Rogers Memorial Engineering Award. The award is made each year by the Canadian General Electric Co., Toronto, "to stimulate interest in technical development contributing to the betterment, in any way, of Canadian broadcasting; and to increase recognition of the value and essential function of radio broadcasting and television broadcasting technical personnel."

The award can be made for outstanding service to broadcasting in the engineering and technical field, for development of operating techniques, for service in emergencies and for service of CARTB member stations. Award will be presented at the annual CARTB meeting at Quebec City, March 25-27, 1957.

CARTB Sets Jan. 17 Tv Seminar

A GROUP of local, regional and national advertisers will be featured at the annual television seminar sponsored by the Canadian Television Representatives Assn. and Canadian independent tv stations at the Boulevard Club, Toronto, Jan. 17. Among speakers other than advertisers will be Norman Cash of Television Bureau of Advertising, N. Y.; Holland Blaine, Saskatchewan Government Travel & News Information Service, Regina, Sask., and Don Jamieson, general manager of CJON-AM-TV St. John's, Nfld. Between 400 and 500 advertisers and advertising agency executives are expected to attend the seminar.

INTERNATIONAL SHORTS

Tooke Bros. Ltd., Montreal, Que. (shirts), plans to start film commercials on 19 Canadian television stations in both French and English next spring. Agency: Harold F. Stanfield Ltd., Montreal.

DURING time-out at the Inter-American Announcers Congress in Panama City, Panama, NBC announcer Jack Costello (r), U. S. representative to the congress and also a member of its board of directors, interviews Panama President Don Ernesto La Guardia Jr. The interview was carried on NBC Radio's *Monitor* service. The announcers' congress, composed of announcers from all North and South American countries, was formed in 1952 to promote hemispheric good will and discuss matters of interest with an eye to improving announcing standards. It meets every two years. Mr. Costello, elected to the three-man board in 1954, officiated and discussed the announcer's role in U. S. radio-tv at several sessions during the meeting, held Dec. 12-16.

All-Canada Insurance Federation, Toronto, has started cartoon safety campaign for various types of insurance firms. Cartoons are 20 seconds and 60 seconds in length and will be used by all Canadian Broadcasting Corp. stations. Agency: Advertising Associates Ltd., Montreal, Que. Cartoons were produced by Cinemation Ltd., Toronto, Ont.

Cardon, Rose Ltd., Montreal, Que., advertising agency, enfranchised by Canadian Assn. of Radio & Television Broadcasters, bringing total enfranchised agencies for current year to 86.

CHFI-FM commercial fm station at Toronto, Ont., on 98.1 mc, plans Feb. 1 air date with 282 w. Equipment consists of two 250 watt RCAF fm transmitters, one being a standby unit.

NOW

DO-IT-YOURSELF ADVERTISING ANNOUNCEMENT FROM tpa

see page **57**

Details Given on MBS $1.5 Million Quizzes

DETAILS of Mutual's new quiz game programming series offering more than $1.5 million in prizes were revealed last week by Brad Simpson, MBS programming director [CLOSED CIRCUIT, Dec. 31, 1956]. Programming is designed to "utilize fully the 142 million radio sets in the U. S."

Mr. Simpson reported that two programs —*Million Dollar Quiz* and *National Quiz Championship*—will provide 17 broadcasts per six-day week for radio listeners, and said there will be no prerequisite fees or special entrance conditions. A printed game card, serving as the entry for each program-game broadcast, will be made available throughout the country by the network's affiliates via free distribution at large and small retail establishments, terminals, hotels and other public gathering places.

It is planned to present two 10-minute network programs each day, Monday through Saturday, under the *Million Dollar Quiz* title. Each midnight, Monday through Friday, the 25-minute *National Quiz Championships* will be broadcast. Mr. Simpson disclosed that a test of the new programming will be conducted on WJOC Jamestown, N. Y., the last of this month, adding that the exact day the programs will be launched on the network will be determined by an analysis of the Jamestown results.

In order to play the games, the listeners must listen to the programs on the air, note the answers on the card and fill in the code number for the program-contest being played. An entrant must send his card to his local MBS affiliate. Mr. Simpson claimed the projected series would be "the largest quiz and gift giveway in the history of broadcasting."

WGN-TV to Give Decision On 'Luther' Film Tuesday

WGN-TV Chicago, target of protests against its withdrawal of the "Martin Luther" motion picture film from its Dec. 21 schedule [B•T, Dec. 24] will announce tomorrow (Tuesday) whether it will or will not show the film. The decision will be revealed at a meeeting with a group comprising representatives of the Church Federation of Greater Chicago and the Northern Illinois District of Lutheran Church, Missouri Synod.

The church group had deferred action on its effort to persuade WGN-TV to reinstate the film to its schedule following a meeting with Ward L. Quaal, vice president and general manager of WGN Inc. Spokesmen for the Lutheran group had said they were convinced of the "good-will of Mr. Quaal and his associates" and their "genuine concern" over the issues involved. Protests from Catholics over the scheduled showing had come from individuals rather than the church itself.

The *Chicago Daily News*, which has twitted WGN-TV for its action, said in a series by Jack Mabley, reporter, that "censorship is a touchy issue in Chicago today." He agreed with the Catholic Church position in not protesting the proposed film showing and agreed too on that church's stand against the film "Baby Doll", now being released to theatres.

THE W. Gordon Allen stations in the Northwest are well equipped to cover mobile events, as pointed up by this lineup of mobile units. The Allen stations are KGAY Salem, Ore.; KBAM Longview, Wash.; KTIX Seattle, and KGAL Lebanon, Ore. The Cessna 172 made coverage of a recent forest fire possible on all four.

Free-Plugging Comedian Learns Generosity's Price Tag: $675

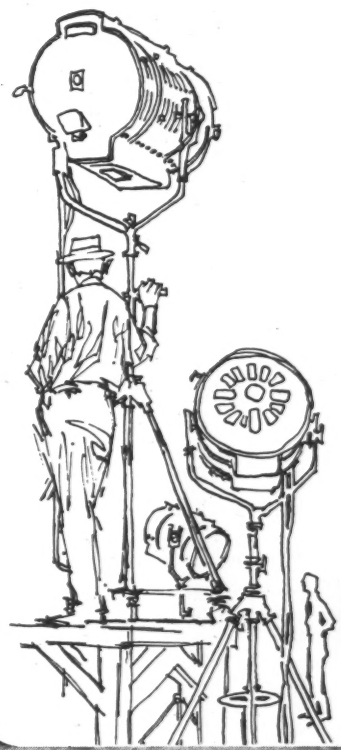
AN APPROACH to the problem of free plugs on radio and television was attempted by WRCA-TV New York, which docked a comedian $675 for mentioning the names of three products during station programs, despite several advance warnings. The station contracted to pay comedian Gene Baylos $1,000 to appear the week beginning Dec. 17 on the late evening, five-minute *Punchline* program. Since he plugged three products on the unsponsored show, a station spokesman said, $675 (the cost of three 10-second announcements) was deducted last week from his pay check.

Mr. Baylos was warned several times after he mentioned Smirnoff's vodka on one program, the spokesman said. Nevertheless, the comedian proceeded with free plugs for Reindeer boots and Early Times bourbon on subsequent shows, according to the station official. At week's end, no complaints were registered to the station either by Mr. Baylos, American Federation of Radio & Television Artists or The William Morris Agency, the comedian's agent.

To Use WCKT (TV) Film in Trial

MIAMI police permitted Dave Wilner, news photographer for WCKT (TV), same city, to take a picture of the re-enactment of a triple killing which the station presented on *Headlines With Harrison*. Following the broadcast, police asked for the film which it then planned to use as legal evidence at the murder trial.

expert **tv** lighting



low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

JACK A. FROST

Department BT
234 Piquette Ave.
Detroit 2, Michigan

WPFH (TV) Promotes WIBG Show

IN conjunction with WIBG Philadelphia's new show, *Top o' the Morning,* which is emceed by Tom Donahue, WPFH (TV) Wilmington, Del., signs off with a reminder to its listeners to set their radio dial at 990 (WIBG) every morning. WPFH is an affiliate of WIBG. The program was launched in connection with a change in listener habits. Previously, the 6-10 a.m. segment was directed to a selected audience. By opening this time period to the general listening public, the station believes that the interests of many additional listeners will be served.

Hepburn, Ferrer Make Tv Debut

THE husband-and-wife team of Audrey Hepburn and Mel Ferrer, whose joint credits include Broadway's *Ondine* and Hollywood's *War and Peace,* will make their tv debut Feb. 4 (8-9:30 p.m. EST) on the NBC-TV *Producers' Showcase* version of "Mayerling." Screen and stage producer Anatole Litvak will produce the famous story of love and tragedy in the Austro-Hungarian, empire of 1880. Also to be featured are Raymond Massey and Judith Evelyn. The program will be sponsored by RCA, RCA Victor and RCA Whirlpool (through Kenyon & Eckhardt) and John Hancock Mutual Life Insurance Co. (through McCann-Erickson).

KOSI Offers $10,000 Weekly

KOSI Aurora-Denver, Colo., is offering $10,000 each week to the listener that can name in the exact order top tunes that will be used on KOSI's *Top Forty Songs* program. The money is being offered every week until a winner is found. It is a week to week contest and a new entry is possible each week.

A FOUR-FOR-ONE RETURN

WJOB-AM-FM Hammond, Ind., has increased its annual business in nearby Whiting, Ind., from less than $5,000 to $30,000 by means of a 20-week campaign promoting the neighboring community as a shopping center, according to Joseph R. Fife, the station's commercial manager.

A total of 32 Whiting merchants, each paying $300, participated in the promotion, which Mr. Fife describes as "making a dynamic impact on shoppers in the area."

"We took in a grand total of $9,600 for a package of newscasts, football games and spot announcements that we normally would have sold at rate card for $8,500," he said.

Each commercial was preceded by the following jingle set to music:

Downtown Whiting has many fine shops,
Assortments are large and values are tops,
You'll get what you want and save your dough,
Downtown Whiting is the place to go.

To give zip to the promotion, a contest was held in which $2,000 worth of prizes —including Florida vacations, television and radio sets—was given away.

Expenses were itemized by Mr. Fife as being $900 to the Whiting Chamber of Commerce Christmas Fund; $250 for posters, streamers and entry blanks; $300 to a prize service for prizes, and $500 for talent and production.

"Consequently, after all expenses we had a net revenue of $7,550 to cover 30 five-minute newscasts per week for 20 weeks, 10 high school football games, and 10 spot announcements a week for 20 weeks," the WJOB commercial manager explained. "Since we normally spend from 5 to 10% of all revenue on promotion, this project fell within our established pattern and as a result is profitable to us.

"The additional values to us in the form of future business, public recognition, and promotional value are of course intangibles. Since more than 100,000 entry blanks were picked up at participating stores, we are certain both of public acceptance for our promotion and increased store traffic for downtown Whiting.

"At present, a conservative estimate would seem to be that we will wind up with at least $30,000 annually of permanent business from Whiting, a city from which we haven't averaged $5,000 annually in the past. Moreover, we already have had requests from seven other shopping centers to submit similar proposals to them."

POSTER which WJOB used to lure customers into stores participating in campaign promoting downtown Whiting, Ind., as a shopping center.

THERE'S ONLY ONE LEADER...
KXLF-TV4 MONTANA
THE CONTINENTAL DIVIDE STATION, BUTTE

HE'S "DOING A FINE JOB" FOR OSCAR MAYER IN CHICAGO, MILWAUKEE,
and other midwest markets
117 half hour TV films
Complete sponsor list and other data on request.

10 E. 44th St., New York 17. OXford 7-5880

'Birds of a Feather'

IN A contest sponsored by WOL Washington, listeners will be asked to guess what disc jockey Milton Q. Ford's parrot Richard is saying. Mr. Ford has been trying to teach the bird to say a certain phrase. Part of what he says is reported clearly intelligible, but the rest isn't. Richard's remarks have been recorded and listeners are invited to send in their guesses as to what the phrase is. The person sending in the closest guess first will win a 1957 MG sports car. The parrot's actual words will be placed in a sealed envelope and deposited in a bank vault.

NBC Plans 'Bill Goodwin Show'

NBC RADIO has signed Bill Goodwin, freelance radio-tv announcer-m.c., to star in a new 55-minute daytime series, *The Bill Goodwin Show,* starting Jan. 14. The program, which will precede a two-hour block of dramas, two of them still being worked out, will be heard Mon.-Fri., 1:05-2 p.m. EST.

WTOP's 'Foreign Viewpoint'

SHORTWAVE news broadcasts from the various world capitals are featured in WTOP Washington's new weekly program, *Foreign Viewpoint,* which started Dec. 30. The broadcasts come from Radio Moscow and Russian satellite countries, Italy, West Germany, Sweden, the Netherlands and England.

CBS-TV Has 'The Last Word'

A NEW program on words in the English language, *The Last Word,* was scheduled to begin on CBS-TV yesterday (Sunday, 2:30-3 p.m. EST). Host Dr. Bergen Evans appears with guests on the show and he answers questions sent in by viewers. According to the network, aim of the program is to increase viewers' word power, vocabulary and usage.

International 'Disneyland'

WALT DISNEY's *Disneyland* program, dubbed in Spanish, is being telecast in Mexico, Venezuela, Guatemala and San Salvador. The program also has been dubbed in French, Italian and German. The *Mickey Mouse Club* now is being prepared in all four languages and will be released soon on a weekly basis.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

HALF-HOUR WAY TO SUCCESS

SUCCESS of the half-hour news show is being told by KOMO-TV Seattle, which last month received a Sylvania Television Award for its daily 6:30-7 p.m. *Deadline* program. The KOMO-TV news show was ranked best by Sylvania in the outstanding local news and special events category [B•T, Dec. 10, 1956]. Herb Robinson, editor of *Deadline,* received the award from Washington Gov. Albert D. Rosselini at a Seattle Chamber of Commerce banquet attended by 35 state legislators early this month.

The half-hour news format, KOMO-TV points out, allows the station to provide more complete news and film coverage, particularly when stories break near air time. Equipped with two RCA color cameras, KOMO-TV telecasts *Deadline* in both black-and-white and color. All live portions of the show and certain film portions are colorcast, the latter depending on pictorial value.

The first 15 minutes of *Deadline* cover all important stories, local, national and worldwide, followed by a short weather story. The last 15 minutes cover stories in depth, unusual features, sports and a weather report.

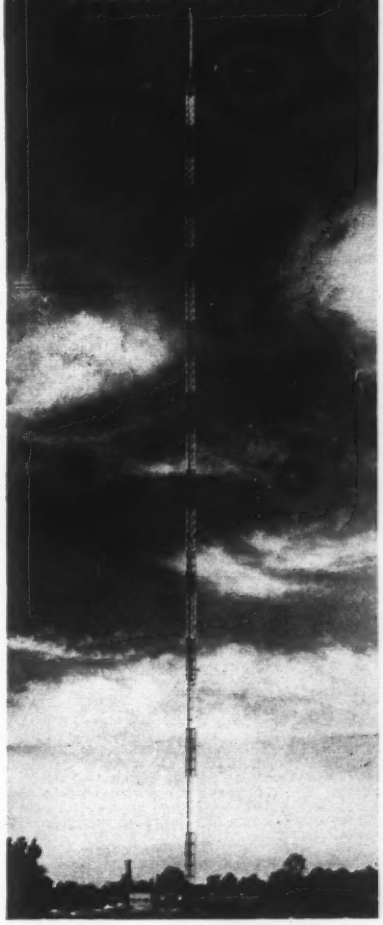
The Lure's for Shorthairs

IF "good" music frightens many people away, why not entice by kidding them into it? Apparently this—or something like it—is what's behind *Classical Music For People Who Hate Classical Music,* a new weekly show that goes on NBC Radio Jan. 14 (9:30-10 p.m. EST). Host will be George R. Marek, vice president of Record Albums Dept. of RCA Victor Record Div. In addition to playing classical selections, Mr. Marek will peel off humor, anecdotes and informal information about the music and composers in an effort to "break down the intellectual fence "around classical music."

WNAC Looks Back 34 Years

THE 34th anniversary of the first network radio broadcast was noted last Friday by WNAC Boston which on Jan. 4, 1923, broadcast jointly with WEAF (now WRCA) New York, NBC's Flagship, a musical program 7:55-8 p.m. The stations were connected by special long distance telephone wires. The program format was a saxophone solo by Nathan Glanz of "Lovelight in Your Eyes" and operatic arias and instrumental music. WNAC recalled that members of the Massachusetts Banking Assn. listened to the program as a highlight of an annual banquet held at Boston's Copley Plaza Hotel, and that "though the reception was not perfect, it satisfied listeners that there were distinct possibilities in the new idea." WNAC observed that six years later (Oct. 12, 1928), the Yankee Network—New England's first regional network—was established when WNAC and WEAN became linked via permanent telephone lines.

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type 1 null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS.

Station Authorizations, Applications
(As Compiled by B • T)

December 27 through January 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Jan. 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,005	2,975	181	342	131
Fm	534	517	47	45	0

FCC Commercial Station Authorizations
As of November 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Jan. 2

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	378	91	469[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	340	320	660[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,051	337	820	567	1,388[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,114	337	856	594	1,451[5]

[1] 175 cps (33 vhf, 142 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 707 already granted.

New Tv Stations . . .

APPLICATIONS

Glendive, Mont.—Glendive Bcstg. Corp., vhf ch. 5 (76-82 mc); ERP 4.62 kw vis., 2.49 kw aur.; ant. height above average terrain -93 ft., above ground 125 ft. Estimated construction cost $59,400, first year operating cost $64,250, revenue $87,500. P. O. address c/o Radio Station **KXGN Glendive.** Studio and trans. location Kendrick Ave. and Valentine St.. Geographic coordinates 47° 06' 26" N. Lat., 104° 42' 36" W. Long. Trans. and ant. GE. Legal counsel Harry J. Daly, Washington, D. C. Consulting engineer John H. Mullaney, Washington. Sole owner is Lewis W. Moore, who owns KXGN, and has theatre and realty interests. Announced Dec. 28.

Ogden, Utah—Jack A. Burnett, vhf ch. 9 (186-192 mc); ERP 1.745 kw vis., .814 kw aur.; ant. height above average terrain -668 ft., above ground 165 ft. Estimated construction cost $71,812, first year operating cost $120,000, revenue $125,000. P. O. address Box 1479, Honolulu, T. H. Studio and trans. location Washington Blvd. & 25th St. Geographic coordinates 41° 13' 12.6" N. Lat., 111° 58' 8.1" W. Long. Trans. Gates, ant. Prodelin. Consulting engineer Ronald T. Miyahira, Honolulu. Mr. Burnett is exec. v.p.-gen. mgr.-25% owner, **KULA-AM-TV Honolulu.** Announced Dec. 27.

Existing Tv Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KDPS-TV Des Moines, Iowa—Independent School District of Des Moines, non-commercial educational ch. 11.

KODE-TV Joplin, Mo.—Air Time Inc., ch. 12. Changed from KSWM-TV.

WSOC-TV Charlotte, N. C.—Radio Station WSOC Inc., ch. 9.

KRSD-TV Rapid City, S. D.—Heart of the Black Hills Stations, ch. 7.

KBTX-TV Bryan, Tex.—Brazos Bcstg. Co., ch. 3. Changed from KGTX-TV.

KUTA (TV) Salt Lake City, Utah—U. of Utah, non-commercial educational ch. 7.

KWAB (TV) Walla Walla, Wash.—Walla Walla Tv Co., ch. 8.

KTWO-TV Casper, Wyo.—Harriscope Inc., ch. 2.

KHVH-TV Honolulu, T. H.—Kaiser Hawaiian Village Television Inc., ch. 13.

KMAU-TV Wailuku, T.H.—Hawaiian Bcstg. System Ltd., ch. 3. Changed from KMAU (TV).

APPLICATIONS

WEAR-TV Pensacola, Fla.—Seeks cp to change ERP to 100 kw vis., 50 kw aur., change trans. location to State Hwy. 99, about 2.2 mi. N of Barrineau Park, Fla., change type trans., make ant. and other equipment changes. Announced Dec. 27.

WYES (TV) New Orleans, La.—Seeks mod. of cp (which authorized non-commercial educational tv) to change ERP to 50.775 kw vis., 29.06 kw aur., change trans. location to 916 Navarre St., change type ant. and make other equipment changes. Announced Dec. 21.

WTRI (TV) Albany, N. Y.—Seeks mod. of cp to change ERP to 460 kw vis., 234 kw aur., change type trans., install new DA and make other equipment changes. Announced Dec. 27.

Translators . . .

APPLICATIONS

Flagstaff, Ariz.—Coconino Tv, ch. 71 (812-818 mc) to rebroadcast ch. 3 **KTVK (TV) Phoenix, Ariz.** Post office address Box 1677, Flagstaff. Trans. output 10 w, ERP to community 32 w. Estimated population to be served 10,000. Estimated construction cost $3,200, first year operating cost $500. Announced Jan. 2.

Needles, Calif.; Gas City, Ariz.—Needles Community Television, ch. 72 (824-830 mc) to rebroadcast ch. 2 **KLRJ-TV Henderson, Nev.** Post office address % Paul C. Griswold. pres., Box 617, Needles. Trans. output 10 w, ERP to community 387.5 w. Estimated population to be served 6,000. Estimated construction cost $5,610, first year operating cost $1,350. Announced Jan. 2.

Pagosa Springs, Colo.—La Plata Electric Assn., ch. 74 (830-836 mc) to rebroadcast ch. 4 **KOB-TV Albuquerque, N. M.** Post office address % George Granger, Box 180, Durango, Colo. Trans. output 10 w, ERP to community 62.4 w. Estimated population to be served 1,450. Estimated construction cost $7,117, first year operating cost $1,580. Announced Jan. 2.

Joplin, Mont.—Joplin Tv Club Inc., ch. 78 (854-860 mc) to rebroadcast ch. 7 **CJLK (TV) Lethbridge, Alta., Canada.** Post office address % E. K. Poppler, pres., Joplin. Trans. output 10 w, ERP to community 288 w. Estimated population to be served 2,500. Estimated construction cost $4,712, first year operating cost $400. Announced Jan. 2.

La Grande, Ore.—Grande Ronde Television Assn., ch. 7 (806-812 mc) to rebroadcast ch. 6 **KHQ-TV Spokane, Wash.** Post office address % Harlow Speckhart, Rte. 1, La Grande. Trans. output 10 w, ERP to community 415 w. Estimated population to be served 15,000. Estimated construction cost $9,900, first year operating cost $700. Announced Jan. 2.

Roseburg, Ore.—Eugene W. Roelle, John T. Pierce d/b as Teleservice Co., ch. 83 (844-890 mc) to rebroadcast ch. 6 **KOIN-TV Portland, Ore.** Post office address % Mr. Roelle, Rte. 2, Box 349, Roseburg. Trans. output 10 w, ERP to community 619 w. Estimated population to be served 20,000. Estimated construction cost $6,050, first year operating cost $10,000. Announced Dec. 20.

New Am Stations . . .

ACTION BY FCC

Abilene, Tex.—Application of **Earle E. Smith, R. R. Shipman, O. E. Shelton** and **A. W. Stewart d/b as Key City Bcstg. Co.** seeking new am on 930 kc, 500 w D, dismissed (per Sec. 1.381.) Announced Dec. 28.

APPLICATIONS

Montgomery, Ala.—N. H. Bowman tr/ as Bowman Bcstg. Co. 1300 kc, 1 kw D. P. O. address 3039 Woodley Terrace, Montgomery. Estimated construction cost $13,670, first year operating cost $40,000, revenue $65,000. Mr. Bowman is underwriter with Montgomery insurance firm. Announced Dec. 28.

Orange Park, Fla.—Dan Richardson, 550 kc, 1 kw D. P. O. address Rte. 9, Box 400, Jacksonville, Fla. Estimated construction cost $15,309, first year operating cost $36,000, revenue $48,000. Mr. Richardson owns Jacksonville outdoor advertising agency, is editor-publisher of Good Tidings Broadcast there, pastor of Kings Highway Church, Jacksonville, and applicant for Jacksonville am. Announced Dec. 28.

Alma, Ga.—C. N. Todd, 1480 kc, 1 kw D. P. O. address Box 72, Douglas, Ga. Estimated construction cost $12,336, first year operating cost $36,000, revenue $48,000. Mr. Todd owns Douglas retail tire firm. Announced Dec. 28.

Livonia, Mich.—Theodore A. Kolasa, Henry J. Kolasa, Mitchell A. Kolasa and Alphonse R. Deresz d/b as Livonia Bcstg. Co., 1240 kc, 100 w

Continues on page 115

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

January 1957

Total U. S. Stations on Air: 491
(Commercial: 469; Educational: 22)

Total Cities with Tv Stations: 310

Total Tv Homes: 35,495,330
(Advertising Research Foundation, March, 1956)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
► WAIQ (*2)

BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 370,000; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 370,000; N; $850
WILN-TV (48) 12/10/52-Unknown
Birmingham Tv Corp. (42) 11/29/56-Unknown

DECATUR—
► WMSL-TV (23) NBC, CBS, ABC; McGillvra; 34,000; N; $150

DOTHAN—
► WTVY (9) CBS, ABC; Young; 42,500; N; $150

MOBILE—
► WALA-TV (10) NBC, ABC; H-R; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 167,000; N; $450

MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
► WSFA-TV (12) NBC; Katz; 146,969; N; $450

MUNFORD†—
► WTIQ (*7)

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

FLAGSTAFF—
KOLF-TV (9) 5/29/56-Unknown

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 148,880; N; $450

PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 148,280; N; $450
► KTVK (3) ABC; Weed; 175,000; N, LF, LS; $400

TUCSON—
► KDWI-TV (9) Headley-Reed; 69,500; N, LF, LS; $300
► KOPO-TV (13) CBS; Hollingbery; 58,839; $300
► KVOA-TV (4) NBC, ABC; Branham; 58,829; N; $300

YUMA—
► KIVA (11) CBS, NBC; Raymer; 30,000; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC, ABC; Pearson; 54,000; $200

FORT SMITH—
► KFSA-TV (22) NBC, ABC; Pearson; 40,600; $200
► KNAC-TV (5) CBS; H-R; 60,000; $250

HOT SPRINGS—
KSPS (9) 2/16/56-Unknown

JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)

LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 159,904; N; $450
► KTHV (11) CBS; Branham; 160,322; N; $450
► KATV (7) (See Pine Bluff)

PINE BLUFF—
► KATV (7) ABC; Avery-Knodel; 161,080; N; $450

TEXARKANA—
► KCMC-TV (6) (See Texarkana, Tex.)

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC, CBS; Weed; 110,000; $300
► KERO-TV (10) NBC; Petry; 154,720; N; $500

BERKELEY (SAN FRANCISCO)—
► KQED (*9)

CHICO—
► KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250

CORONA†—
KCOA (52) 9/16/53-Unknown

EUREKA
► KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; 35,000; $250

FRESNO—
► KFRE-TV (12) CBS; Blair; 252,300; N, LF, LS; $650
► KJEO (47) ABC; Branham; 178,000; N, LL, LS; $500
► KMJ-TV (24) NBC; Raymer; 178,000; N, LF, LS; $550
► KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote

LOS ANGELES
► KABC-TV (7) ABC; Katz; 2,620,775; $2,000
► KCOP (13) Petry; 2,620,775; $1,250
► KHJ-TV (9) H-R; 2,620,775; N; $1,500
► KNXT (2) CBS; CBS Spot Sls.; 2,620,775; N, LS, LF, LL; $3,200
► KRCA (4) NBC; NBC Spot Sls.; 2,620,775; N, LL, LS, LF; $3,600
► KTLA (5) Raymer; 2,620,775; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,620,775; $2,000
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
Channel Two Inc. (2) Initial Decision 6/20/56

REDDING—
► KVIP (7) NBC; Branham; 65,000; N; $225

SACRAMENTO
► KBET-TV (10) CBS; H-R; 366,550; N, LF, LS; $700
► KCCC-TV (40) ABC; Weed; 158,000; $450
► KCRA-TV (3) NBC; Petry; 354,401; N, LF, LS; $750
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 349,924; N, LL, LF, LS; $350

SAN DIEGO—
► KFMB-TV (8) CBS; Petry; 449,928; N; $900
► KFSD-TV (10) NBC; Katz; 400,000; N; $800

SAN FRANCISCO—
► KGO-TV (7) ABC; Blair; 1,206,717; $1,700
► KPIX-TV (5) CBS; Katz; 1,206,717; N, LF, LS; $1,700
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,206,717; N, LL, LS, LF; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown
Plaza Radio & Tv Co. (26) 12/20/56-Unknown

SAN JOSE†—
► KNTV (11) Bolling; 140,000; $250

SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; H-R; 102,966; $200

SANTA BARBARA—
► KEYT (3) NBC, ABC, CBS; Hollingbery; 227,918; $450

STOCKTON†—
► KOVR (13) Avery-Knodel; 1,131,891; $800

TULARE—
► KVVG (27) Bernard; 150,000; $325

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 68,820; $250
► KRDO-TV (13) NBC; Pearson; 44,000; $175

DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 410,174; $650
► KLZ-TV (7) CBS; Katz; 410,174; N; $750
► KOA-TV (4) NBC; NBC Spot Sls.; 410,174; N; $650
► KRMA-TV (*6)
► KTVR (2) Blair Tv Assoc.; 410,174; N; $500

GRAND JUNCTION†—
► KREX-TV (5) NBC, CBS, ABC; Holman; 19,205; $120

MONTROSE—
► KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)

PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 56,312; $155

CONNECTICUT

BRIDGEPORT—
► WICC (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
► WHCT (18) CBS; CBS Spot Sls.; 351,581; $650
WCHF (*24) 1/29/53-Unknown
WTIC-TV (3) 7/25/56 (construction prohibited until completion of deintermixture rulemaking)

NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 380,071; N; $600

NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
► WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
► WPFH (12) Raymer; 2,051,000; N; LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; H-R; $1,200
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 644,000; N, LF, LS; $1,800
► WTTG (5) Weed; 700,000; $660
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
► WESH-TV (2) Petry; 60,000; N; $200

FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 283,000; $500

FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
► WJHP-TV (36) NBC, ABC; Petry; 107,750; N; $300
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 249,643; N; $850
WQIK-TV (30) Stars National; 8/12/53-Unknown
WFGA-TV (12) 8/31/56; Unknown

MIAMI—
► WCKT (7) NBC; NBC Spot Sls.; 376,000; N, LF, LS; $950
► WGBS-TV (23) CBS; Katz; 278,869; N; $350
► WTHS-TV (*2)
► WTVJ (4) CBS; Peters, Griffin, Woodward; 388,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown

MIAMI BEACH—
WKAT Inc. (10) Initial Decision 3/30/55

ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; 173,692; N; $300
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55

PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150

PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 174,500; N; $300
WPFA-TV (15) See footnote

ST. PETERSBURG—
► WSUN-TV (38) ABC; Venard; 215,300; $400

TALLAHASSEE—
► WCTV (6) See Thomasville, Ga.

TAMPA—
► WFLA-TV (8) NBC; Blair; 350,000; N, LF, LS; $750
► WTVT (13) CBS; Katz; 330,000; N, LF, LS; $600

WEST PALM BEACH—
► WEAT-TV (12) ABC, CBS; H-R; 139,000; $250
► WPTV (5) NBC, CBS; Venard; 98,300; $275

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

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B·T TELESTATUS

ATHENS†—
WGTV (*8) 9/5/56-Unknown

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 542,599; $900
► WSB-TV (2) NBC; Petry; 514,120; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 212,505; N; $325
► WRDW-TV (12) CBS; Branham; 182,100; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,-959; N; $300
► WRBL-TV (4) CBS, ABC; Hollingbery; 186,407; N; $400

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Blair Tv Assoc.; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,-352; N; $300

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; 101,065; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS, ABC; Peters, Griffin, Woodward; 67,950; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; 85,-000; N; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 55,-021; $200

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV (6) 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 21,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) ABC; McGillvra; 54,000; $120

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 403,370; N; $800

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 2,397,500; N; $3,900
► WBKB (7) ABC; Blair; 2,397,500; $2,400
► WGN-TV (9) Petry; 2,397,500; N, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,397,500; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,-000; $150

DECATUR—
► WTVP (17) ABC; Bolling; 196,000; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $475
► WTVH (19) CBS, ABC; Petry; 244,420; N; $500
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; 155,170; N; $250
► KHQA-TV (7) See Hannibal. Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 321,-619; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 278,004; N, LF, LS; $450
► WTVO (39) NBC, ABC; Headley-Reed; 166,270; N; $300

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
WMAY-TV (2) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.) Pearson

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC; Meeker; 523,825; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) NBC, ABC; Venard; 140,000; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; 175,200; N, LF, LS; $350

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 164,364; N; $450
► WINT (15) CBS, ABC; H-R; 139,625; N; $400

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 702,000; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; 115,900; N; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
WPTA (21) 9/6/56-Unknown; Meeker

SOUTH BEND (ELKHART)—
► WNDU-TV (46) NBC; Petry; 186,000; N; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 251,-970; N; $400

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Blair Tv Assoc.; 325,977; N; $425
► WMT-TV (2) CBS; Katz; 344,380; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 294,000; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $350

OTTUMWA—
► KTVO (3) (See Kirksville, Mo.)

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 204,317; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; N; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Jan. 15; $100

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; 186,097; N; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 251,135; N; $575
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 161,851; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 596,682; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $500
► KARD-TV (3) NBC; Petry; 265,430; N, LL, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; 150,000; N; $400

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, CBS; Bolling; $218
WLAP-TV (27) 12/3/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

KGW-TV (ch. 8) Portland, Ore., and WRAL-TV (ch. 5) Raleigh, N. C.

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,-966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
WPSD (6) Pearson; 11/14/56-Unknown

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 136,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 224,430; N; $300
WCNS (40) 7/19/56-July

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 99,244; N; $250

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; 104,000; $250
► KTAG (25) CBS; Young; 68,648; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 305,000; N; $400
KLSE (*13) 12/14/56-February

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 410,477; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Weed; 300,000; N; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
WWEZ-TV (32) 9/26/56-Unknown
WWL-TV (4) 7/13/56 (Construction prohibited until completion of deintermixture rule making.)
WYES (*8) 2/17/56-February

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; 170,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 209,695; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 106,000; N; $300
► WTWO (2) CBS; Venard; $300

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 702,606; $1,275
► WBAL-TV (11) NBC; Petry; 702,606; N, LL, LS, LF; $1,500
► WMAR-TV (2) CBS; Katz; 702,606; N, LF, LS; $1,500
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 56,-590; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,400
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $3,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (58) 7/5/56-January (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (Temporarily off air because of wind damage.)

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 225,000; N; $400
► WWLP (22) NBC, ABC; Hollingbery; 240,000; N, LS; $600

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Petry; 580,536; N, LF, LS; $690

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 388,305; $350

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,600,000; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,600,000; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,600,000; $1,100 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 583,788; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 675,000; N; $1,100

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; 451,000; N; $1,000
WTOM-TV (54) See footnote

MARQUETTE†—
► WDMJ-TV (6) Weed

PORT HURON—
WHLS-TV (34) 11/14/56-Unknown

SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; 160,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 61,923; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 127,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; 632,000; $600
► KSTP-TV (5) NBC; Petry; 688,558; N, LS, LF; $1,550
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; 615,000; $800
KTCA (*2) 6/20/56-Unknown

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 110,000; N; $250

MISSISSIPPI

BILOXI†—
WVMI (13) Initial Decision 6/5/56

COLUMBUS†—
► WCBI-TV (4) CBS, NBC; McGillvra; 45,000; $150

HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; 76,500; N; $175

JACKSON—
► WJTV (12) CBS, ABC; Katz; 155,000; $360
► WLBT (3) NBC, ABC; Hollingbery; 181,000; N; $360

MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; 85,120; N; $250
WCOC-TV (30) See footnote

TUPELO—
WTWV (9) NBC; Young; $150; Jan. 15

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $600

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 101,864, $250

HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; 174,880; N; $350
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; 108,051; $250

JOPLIN—
► KODE-TV (12) CBS; Avery-Knodel; 118,700; N; $300

KANSAS CITY—
► KCMO-TV (5) CBS; Katz; 600,268; N; $1,200
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; 600,268; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 600,268; N, LS, LF; $1,060

KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; 222,954; N; $300

ST. JOSEPH—
► KFEQ-TV (2) CBS; Blair Tv Assoc.; 170,185; $350

ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 967,002; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; 850,000; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 108,396; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 28,500; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (4) ABC; No estimate given; $100

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; 31,000; $150

KALISPELL†—
KGEZ-TV (8) Cooke; 7/19/56-Unknown

MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; 32,000; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 81,220; N; $200

HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 125,000 (Includes satellite KHPL-TV); N; $300

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 157,350; $400
► KUON-TV (*12)

OMAHA—
► KMTV (3) NBC, ABC; Petry; 412,000; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; 412,000; N; $900
KETV (7) 4/27/56-Unknown

SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,525; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 35,000; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe; 27,900; $200

RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; 54,010; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC (CBS, NBC per program basis); Forjoe; 1,127,959; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Fojoe; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 81,973; N; $300
► KOAT-TV (7) ABC; Hollingbery; 87,774; $300
► KOB-TV (4) NBC; Branham; 81,973; N; $300

CARLSBAD—
► KAVE-TV (6) CBS, NBC; Branham; 30,000; $150

CLOVIS—
► KICA-TV (12) Pearson; $150

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $250

SANTA FE—
KVIT (2) 1/25/56-February

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) CBS; Harrington, Righter & Parsons; 200,000; N; $400
► WTRI (35) ABC; Venard; 180,000; $400
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; 457,500; N; $1,000
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 558,036 (plus 663,446 Canadian coverage); N, LS, LF, LL; $1,050
► WBUF (17) NBC; NBC Spot Sls.; 178,100; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; 557,953 (plus 597,256 Canadian coverage); $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; 79,761 (plus 118,840 Canadian coverage); $200

ELMIRA—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
► WSYE-TV (18) NBC; Harrington, Righter & Parsons (Satellite WSYR-TV Syracuse)

HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; 150,000 (plus 350,000 Canadian coverage); $300

NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $4,150
► WABD-TV (5) Weed; 4,730,000; N, LL, LF, LS $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $2,000
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls; 4,730,000; N, LS, LF, LL; $9,200
► WATV (13) See Newark, N. J.
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
WKNY-TV (66) See footnote

ROCHESTER—
► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; 337,500 (plus 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000; N, LF, LS; $780
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 503,000; N; $1,350

SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 380,000; N; $850
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $900
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 212,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 38,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 342,000; N; $400

CHAPEL HILL†—
► WUNC-TV (*4)

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WSOC-TV (9) 12/13/56-Unknown
WQMC (36) See footnote

DURHAM—
► WTVD (11) ABC; Petry; 282,543; N; $550

FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; 51,600; $120

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 454,234; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 179,908; N; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC; Forjoe; 140,125; N; $325
► WRAL-TV (5) NBC; H-R; $600

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 163,564; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; 123,238; $250

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 586,384; N; $600
► WTOB-TV (26) ABC; Venard; 133,720; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 24,800; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; 31,650; $200

DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; 19,000; $150

FARGO—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 92,679; N; $400

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 30,000; $250
KMOT (10) 10/5/55-Unknown

WILLISTON†—
KUMV-TV (8) 7/19/56-Jan. 20 (satellite of KFYR-TV Bismarck)

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 130,000; N, LF, LS; $500

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
WICA-TV (15) See footnote

CANTON†—
WTLC (29) 3/22/56-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
AFTERNOON			
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00		The Heckle and Jeckle Cartoon Show Color Sweets Co. AW—F	
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			No Net. Service
2:15			
2:30			*Youth or American Forum* L
2:45			
3:00		*Face the Nation*	*Outlook L&F*
3:15			
3:30	*Johns Hopkins File 7* L	*CBS Sunday News*	Mutual (alt. Sun.) Zoo Parade L & F
3:45			
4:00	*College Press Conference* L		Gen. Motors Wide Wide World L
4:15		*Odyssey*	
4:30	CIBA Medical Horizons L		ALT
4:45			H. Curtis Wash. Square L & Topper
5:00	Dean Pike L	*Mama*	
5:15			
5:30	Corn Prods. Press Conference L	*The McBoing Boing Show* Color Film	Heinz Capt. Gallant F
5:45			
EVENING			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential Air Power T	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	General Foods Bengal Lancers F
7:15			
7:30	Pharmaceuticals Ted Mack Amateur Hour L	Am. Tobacco Private Secretary (Alt. wks.) Jack Benny	Reynolds Metals Circus Boy F
7:45			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	U. S. Time Polaroid Jergens Brown & Williamson Steve Allen Show L
8:15			
8:30	Co-op It's Polka Time L		
8:45			
9:00	Aluminium, Ltd Union Carbide Omnibus L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15			
9:30		Bristol-Myers Hitchcock Theatre F	
9:45			
10:00		P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady	*Tic Tac Dough* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	*It Could Be You* L
12:45		P&G Guiding Light L	
1:00		W. Cronkite	
1:15		1:10 *Standup & Be Counted* S	
1:30		P&G As The World Turns	
1:45			
2:00		*Our Miss Brooks* F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Queen For A Day Participating L
4:15		Am. Home Pr. Secret Storm	
4:30		P&G The Edge of Night	
4:45			*Modern Romances* L
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie	Whitehall News L	
7:15	Genl. Cigar Daly-News		
7:30	Ralston-Purina Bold Journey F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Carter (Alt.) Nat King Cole
7:45	Armour Int. Cellucotton Danny Thomas Show F		Studebaker News Caravan
8:00		B.F.Goodrich (Alt. wks.) Carnation Burns & Allen F	Producers' Showcase (8-9:30 1 wk. of 4)
8:15			Whitehall Lever F Sir Lancelot
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Amer. Tobco. Toni Stanley L
8:45			
9:00	Co-op Life Is Worth Living L	P&G (Alt. wks.) Gen. Foods I Love Lucy F	Revlon Can Do L
9:15			
9:30	Dodge Plymouth Lawrence Welk	General Foods December Bride F	Johnson Wax alt. with Schick
9:45			
10:00	Top Tunes and New Talent (L)	Westinghouse	Robert Montgomery Presents L
10:15			
10:30		Studio One L	
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady	*Tic Tac Dough* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	*It Could Be You* L
12:45		P&G Guiding Light L	
1:00		W. Cronkite	
1:15		1:10 *Standup & Be Counted* S	
1:30		*As The World Turns* Sus	
1:45			
2:00		Best Foods (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Big Payoff (Sus.)	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Queen For A Day Participating L
4:15		Am. Home Pr. Secret Storm	
4:30		P&G The Edge of Night	
4:45			*Modern Romances* L
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
6:00			
6:15			
6:30		Whitehall News L (Alt. wks.)	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie	Whitehall News L (Alt. wks.)	
7:15	Genl. Cigar Daly-News		
7:30	Gen. Electric Cheyenne (Alt. wks.) Chesebrough Pond's Conflict (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Vicks, Lewis-Howe L J. Winters
7:45		R.J. Reynolds Williams Co. (Alt. wks.) Amana, Phil Silvers F	News L
8:00			Speidel Purex Big Surprise L
8:15		P&G (Alt. wks.) Sheaffer The Brothers F	
8:30	Gen. Mills P & G (Alt. wks.) Wyatt Earp F		L & Myers Max Factor Noah's Ark F
8:45		Pharmaceu. To Tell The Truth L	
9:00	Miles Labs (Alt. wks.) Gen. Electric Broken Arrow F		P&G Jane Wyman F
9:15		S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	
9:30	duPont duPont Theatre F		Armstrong Cork Armstrong Circle Th'tre Kaiser Aluminum Hour L
9:45		Revlon The $64,000 Question L	
10:00			
10:15		Liggett & M. Do You Trust Your Wife?	Lanolin Plus Break The Bank L
10:30			
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	*Tic Tac Dough* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	*It Could Be You* F
12:45		P&G Guiding Light L	
1:00		W. Cronkite	
1:15		1:10 *Standup & Be Counted* S	
1:30		P&G As The World Turns	
1:45			
2:00		Gerber (alt. wks.) Our Miss Brooks F	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Queen For A Day Participating L
4:15		Am. Home Pr. Secret Storm	
4:30		P&G The Edge of Night	
4:45			*Modern Romances* L
5:00	Mickey Mouse Club (see footnote) F		*Comedy Time* F
5:15			
5:30			
5:45			
6:00			
6:15			
6:30		Am. Hm. Pd. (Alt. wks.) News L	
6:45			
7:00	Gordon Bkg. Kukla, Fran & Ollie	Am. Hm. Pd. (Alt. wks.) News L	Coca-Cola Planters Eddie Fisher L
7:15	Genl. Cigar Daly-News		
7:30	American Motors American Dairy Derby Foods Disneyland F	General Mills The Giant Step	Time Inc. Miles Lab. News Caravan L
7:45			
8:00		Bristol Myrs. (Alt. wks.) Arthur Godfrey Show	Gen. Foods Hiram Holliday F
8:15			
8:30	Am. Tobacco U. S. Rubber Navy Log (F)	Pillsbury (alt.) Kellogg	Scott Father Knows Best F
8:45			
9:00	Eastman Kodak Adv. of Ozzie & Harriet F	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15			
9:30	Ford Ford Theatre F	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This Is Your Life L
10:15			
10:30			Pharmaceutical Inc. Twenty One L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni, Nestle (Alt. wks.) Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	W. Cronkite	
	1:10 *Standup & Be Counted* S	
	As The World Turns (Sus.)	
	Nestle (Alt. wks.) Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (See Footnote) F		
	Whitehall News L	
Gordon Bkg. Kukla, Fran & Ollie		
Genl. Cigar Daly-News	Whitehall News L	Chevrolet Dinal Shore Show L
Gen. Mills Swift & Co. The Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Sperry-Rand (Alt.) Miles News; Caravan L
	Reynolds (alt. wks.) Colgate Bob Cummings Show F	Toni (Alt.) DeSoto-Plymouth You Bet Your Life F
Jet Bon-Ami Hartz Circus L	Chrysler Motors Climax L	Schick Chesterfield Dragnet F
Miller Brewing Co. R. J. Reynolds Wire Service F		P&G alt. Borden Co. The People's Choice F
	Bristol Myers (Alt. wks.) Singer	Ford Tenn. Ernie Ford Show L
Air Time '57 L	Ronson Philip Morris (Alt. wks.) Am. Gas Assn Playhouse 90 L	Lever Bros. Lux Video Theatre L

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tic Tac Dough* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	*It Could Be You* L
	P&G Guiding Light L	
	W. Cronkite	
	1:10 *Standup & Be Counted* S	
	P&G As The World Turns	
	J'son & J'son Our Miss Brooks F	
	Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
	Colgate Big Payoff	NBC Matinee Theatre (Participating) Color L
Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret. Storm	
	P&G The Edge of Night	*Modern Romances* L
		Comedy Time F
Mickey Mouse Club (see footnote) F		
	News L	
Gordon Bkg. Kukla, Fran & Ollie		
Genl. Cigar Daly-News	News L	Coca-Cola Planters Eddie Fisher L
	Colgate-Palmolive Co. My Friend Flicka	Miles News Caravan L
	Gen. Foods West Point F	Bobbi & Pamper Blondie F
	Gen. Foods (Alt. wks.) Ford Motor Zane Grey Theatre F	Gulf Life of Riley F
Mogen David Treasure Hunt L	R.J.Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Chevy Show (1-25) Campbell Lever On Trial F
Sterling Drug The Vise F	Schlitz Brewing The Schlitz Playhouse F	Am. Tobacco Vicks Big Story L
	Brown & Williamson (Alt. wks.) P&G Line Up F	Gillette Cavalcade of Sports L
Plymouth Ray Anthony Show L	Amer. Oil Hamm Time Person To	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
		Cowboy Theater F
		Mr. Wizard L
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	
	Carling Brewing Professional Hockey (2 p.m. to concl.)	
		B&W Carter B. Myers Pro. Basketball Games
Skippy Peanut Butter This Is Galen Drake L	Hazel Bishop Beat The Clock L	No Net Service
	Sylvania The Buccaneers F	R. J. Reynolds Toni People Are Funny F
Participating Famous Film Festival (F)	P. Lorillard Bulova Jackie Gleason Show L	Sunbeam Gold Seal Noxzema Kleenex RCA S & H Green Stamps Perry Como L
Dodge Div. The Lawrence Welk Show L	Nestle Gale Storm Show	Olds. RCA. Whirlpool Sat. Spec. (9-10:30) 1 wk. of 4 Quaker Oats B. T. Babbitt Knomark Wesson Caesar's Hour L
	P & G Hey! Jeannie L	
American Chicle Ozark Jubilee L	L&M Alt. wks. Remington Rand Gunsmoke F	Armour (alt.) Pet Milk George Gobel L
	Hazel Bishop You're on Your Own	Am. Tobacco Warner Lambert Your Hit

AFTERNOON

Noon · 12:15 · 12:30 · 12:45 · 1:00 · 1:15 · 1:30 · 1:45 · 2:00 · 2:15 · 2:30 · 2:45 · 3:00 · 3:15 · 3:30 · 3:45 · 4:00 · 4:15 · 4:30 · 4:45 · 5:00 · 5:15 · 5:30 · 5:45

EVENING

6:00 · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45

MORNING

SATURDAY AM

CBS: Capt. Kangaroo, Brown Shoe Co., Bauer & Black, Ludens, Ideal Toy, Mighty Mouse Playhouse, 10:30 - 11 a.m., General Foods, alt. weeks; Colgate; Winky Dink and You sus. 11-11:30 a.m.; Tales of Texas Ranger, General Mills, alt. weeks Sweets Co., 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Camera Three, 11:30-12 noon; UN In Action, 11-11:30 a.m.

MONDAY-FRIDAY AM

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST, L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Carnation, Coca-Cola, Gen. Mills, Mattel, Miles Labs, Minnesota Mining, SOS, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore M.-Fri. 15 min. segments sponsored by Campbell Soup, Lever Bros., Toni, Best Foods, Yardley, Staley, Chevrolet, SOS, Swift & Co. Hoover, Nestle, Johnson & Johnson.

Arthur Godfrey M.-Thurs. 15 min. segments sponsored by Bristol Myers, Standard Brands, Norwich Pharmacal, Pillsbury, Kellogg, Simoniz, American Home, General Foods, Scott Paper, Shermin Williams.

House Party—15 min. segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell Soup, Simoniz, Standard Brands.

Bob Crosby—15 min. segments sponsored by Gerber Prod., Procter & Gamble, General Mills, Wesson Oil, Best Foods, Toni, Brown & Williamson, SOS, Swift & Co., Mentholatum.

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BROADCASTING TELECASTING

January 7, 1957

B·T TELESTATUS

CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 850,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $800
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,200,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,174,004; N; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 539,480; N; $825
► WLWC (4) NBC; WLW Sls.; 361,000; N; $800
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; 381,451; $600

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 76,487; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

OXFORD—
WMUB-TV (*14) 7/19/56-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,045,580; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,000; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 202,771; N; $400
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; 50,000; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; 95,639; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; 47,000; N; $150

ENID—
► KGEO-TV (5) ABC; Pearson; 264,510; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 287,137; $500

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 402,213; N; $800
► WKY-TV (4) NBC, ABC; Katz; 402,213; N, LL, LF, LS; $920
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KTVX (8) (See Muskogee)
► KVOO-TV (2) NBC; Blair; 319,312; N, LF, LS; $700
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 67,880; N; $300

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; 11,500; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Blair Tv Assoc.; 39,550; $200

PORTLAND—
► KGW-TV (8) ABC; Blair; $700
► KLOR (12) Hollingbery; 340,000; N; $700
► KOIN-TV (6) CBS; CBS Spt Sls.; 385,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700

ROSEBURG†—
► KPIC (4) Hollingbery; 12,000; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) Weed; 8/12/53-Unknown
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; 448,500; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 164,000; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 242,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, ABC; Katz; 1,042,014; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,235,000; N, LL, LS, LF; $3,200
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,900,000; N, LL, LF, LS; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) NBC, CBS, ABC; Peters, Griffin, Woodward; 1,200,000; N; $2,000
► WENS (16) ABC, CBS, NBC; Branham; 435,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial Decision 4/23/56
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 250,000; $225
► WGBI-TV (22) CBS; H-R; 310,000; N; $500
WTVU (44) See footnote

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 306,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 306,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown

YORK—
► WNOW-TV (49) Keller; 137,500; $200
► WSBA-TV (43) ABC; Young; 138,480; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,100
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; 127,550; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 136,329; N; $300
► WUSN-TV (2) NBC, ABC; Weed; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 220,873; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 148,000; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 330,402; N; $450
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; 286,765; N; $450

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 18,422; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
Midcontinent Broadcasting Co. (6) 12/20/56-Unknown

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 185,934 (includes satellite KDLO-TV Florence); $450

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; 218,252; N; $500
► WRGP-TV (3) NBC; H-R; 197,390; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Headley-Reed; 103,500; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; 178,660; N; $600
► WBIR-TV (10) CBS; Katz; 178,664; N; $600
► WTVK (26) ABC; Pearson; 156,400; N; $360

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 469,222; $800
► WKNO-TV (*10)
► WMCT (5) NBC; Blair; 469,222; N; $900
► WREC-TV (3) CBS; Katz; 469,222; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 305,000; N; $750
► WSIX-TV (8) ABC; Hollingbery; 380,000; $575
► WSM-TV (4) NBC; Petry; 276,046; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; 58,800; $225

ALPINE—
KAMT-TV (12) 8/30/56-Unknown

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 90,738; $300
► KGNC-TV (4) NBC; Katz; 90,738; N; $340

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 165,976; N; $400

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 127,900; N; $350
KBMT (31) See footnote

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
KBTX-TV (3) 11/5/56-March 15

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; 80,000; N; LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) NBC (ABC, CBS per program basis); Young; 59,300; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; 590,000; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 590,000; N; $1,000

EL PASO—
► KILT (13) ABC; Young; H-R; $250
► KROD-TV (4) ABC, CBS; Branham; 101,555; N; $450
► KTSM-TV (9) NBC; Hollingbery; 95,545; N; $325

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 590,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 540,930; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 500,100; N; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 510,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 510,000; N, LF, LS; $850
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 14,348; $150

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 134,052; N; $350
► KDUB-TV (13) CBS; Branham; 139,398; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) Venard; 55,325; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $250

SAN ANGELO—
► KTXL-TV (8)CBS, NBC, ABC; Venard; 44,622; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell; 70,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 344,211; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 339,583; N, LL, LS, LF; $700
KONO-TV (12) H-R; $560; 5/23/56-January

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; 62,469; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 155,162; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; Venard; 100,000; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; 108,000; $300

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 139,600; N; $250

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 85,817 (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 107,000; N; $300
► KSYD-TV (6) CBS; Blair Tv Assoc.; 107,000; N; $300

UTAH

SALT LAKE CITY
► KSL-TV (5) CBS; CBS Spot Sls.; 212,000; N; $600
► KTVT (4) NBC; Katz; 212,000; N, LS; $600
► KUTV (2) ABC; Avery-Knodel; 212,000; $450
KUTA (7*) 12/13/56-Unknown

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 151,048; $350

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown

BRISTOL—
► WCYB-TV (5) NBC, ABC; Weed; 368,870; N, LF, LS; $300

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; 139,617; $250

LYNCHBURG—
► WLVA-TV (13) ABC; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 418,016; N, LS, LF; $875
► WTOV-TV (27) McGillvra; 210,000; $380
► WVEC-TV (15) NBC; Avery-Knodel; 185,000; N; $350

PETERSBURG—
► WXEX-TV (8) See Richmond

PORTSMOUTH—
WAVY-TV (10) ABC; H-R; 5/30/16-January

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons; $700
► WTVR (6) ABC; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 479,222; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 256,088; $300

EPHRATA†—
KBAS-TV (43) 5/4/56-Unknown (Satellite KIMA-TV Yakima, Wash.)

PASCO—
► KEPR-TV (19) (Satellite KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 544,800; N, LF, LS; $1,100
► KOMO-TV (4) NBC; NBC Spot Sls.; 544,800; N, LL, LF, LS; $1,125
► KTNT-TV (11) CBS; Weed; 544,800; N; $900
► KTVW (13) Hollingbery; 544,800; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC, Katz; 204,783; N, LL, LF, LS. $550
► KREM-TV (2) ABC; Petry; 204,783; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 204,783; N; $600

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

WALLA WALLA—
KWAB (8) 10/24/56-Unknown (Satellite of KIMA-TV Yakima, Wash.)

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 81,000; $450

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC, ABC; Katz; 173,684; N; $200

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 540,340; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Unknown

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 365,005; N; $450
► WSAZ-TV (3) NBC; Katz; 357,620; N, LL, LF, LS: $1,000

OAK HILL (BECKLEY)—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 40,502; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,640; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,000; N; $350

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 245,000; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) CBS, NBC, ABC; H-R; 130,000; $360

MADISON—
► WHA-TV (*21)
► WISC-TV (3) CBS; Peters, Griffin, Woodward; 309,275; N, LF, LS; $550
► WKOW-TV (27) ABC; Headley-Reed; 130,500; N; $250
► WMTV (33) NBC; Young; 132,000; N; $280

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WITI-TV (6) Branham; 630,000; N, LL, LF, LS; $500
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 384,000; N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-Unknown
WCAN-TV (25) See footnote

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; 128,200; N; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; 99,400; $350

WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CASPER—
KTWO-TV (2) 10/17/56-Unknown

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

RIVERTON—
KWRB-TV (10) 9/26/56-June

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 25,000; $100
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 25,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 9,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 10,300; $130

JUNEAU†—
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.; $60

GUAM

AGANA†—
► KUAM-TV (8) NBC, CBS; Young; 4,500; $120

HAWAII

HILO†—
► KHBC-TV (9) (Satellite of KGMB-TV Honolulu)

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 104,500 (includes Hilo and Wailuku satellites); $350
► KONA (2) NBC; NBC Spot Sls.; 98,385 (includes Wailuku satellite); $472.50
► KULA-TV (4) ABC; Young; 91,800; $250
KHVA-TV (13) 12/6/56-Unknown

WAILUKU†—
► KMAU-TV (3) (Satellite KGMB-TV Honolulu)
► KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-Unknown

MAYAGUEZ†—
► WORA-TV (5) CBS, ABC; Young; 27,000; N; $150

PONCE†—
WKBM-TV (11) 5/3/36-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 130,000; $250
► WKAQ-TV (2) CBS; Inter-American; 110,000; $375
WIPR-TV (*6) 2/2/55-March, 1956

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 14,800; $170

CALGARY, ALTA.†—
► CHCT-TV (2) CBC; All-Canada, Weed; 45,000; $280

CHARLOTTETOWN, P.E.I.—
► CFCY-TV (13) CBS; All-Canada, Weed; 20,000; $190

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Canadian Reps., Oaks, Tv Reps. Ltd.; 58,000; $325

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; CBC; 40,000; $300

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 542,116; $550

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 52,000; $280

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,413; $400

LETHBRIDGE, ALTA†—
► CJLH-TV (7) CBC; All-Canada, Weed; 14,200; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $450

MONCTON, N. B.—
► CKCW-TV (2) CBC, ABC, CBS, NBC; Canadian Reps.; $60,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC (French); CBC; 494,000; $1,000
► CBMT (6) CBC; CBC; 484,000; $750

NORTH BAY, ONT.—
► CKGN-TV (10) CBC; Canadian Reps.; 13,500; $160

OTTAWA, ONT.—
► CBOFT (9) CBC (French); CBC; 82,000; $300
► CBOT (4) CBC; CBC; 98,000; $400

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 36,000; $260

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 17,202; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 38,000; $260

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC (French); Stovin, Canadian Reps.; 30,000; $240

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; 70,554 (including U. S.); $300

ST. JOHN'S, NFLD.†—
► CJON-TV (6) CBC, CBS, NBC, ABC; Weed; 18,560; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Canadian Reps., Tv Reps. Ltd.; 30,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 17,000; $170

SHERBROOKE, QUE.†—
► CHLT-TV (7) CBC; Young, Hardy; $400

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 46,690; $240

TIMMINS, ONT.†—
► CFCL-TV (6) CBC; Renaurd, McGillvra; 10,600; $160

TORONTO, ONT.—
► CBLT (6) CBC; CBC; 480,000; $1,000

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 159,000; $580

VICTORIA, B. C.—
► CHEK-TV (6) CBC; Tv-Reps. Ltd, Forjoe; 30,000; $210

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,568,000 (including U. S.); $1,100

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 25,000; $235

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 75,000; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales, Oakes; 71,944; $240

TIJUANA (SAN DIEGO)—
► XETV (6) ABC; Weed; 409,420; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WHUM-TV Reading, Pa.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kans.; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.

...still going strong

For nearly a generation, the basic design of this famous RCA power triode has proved its worth in tubes delivering carrier and modulator power with outstanding reliability. RCA pioneered the original Type-833, then incorporated refinements to produce the RCA-833-A. It is another example of outstanding RCA power tube design. And it *has been serving broadcasters faithfully for almost 20 years.*

Known by station engineers for ability to "take it" in continuous service, RCA-833-A is paying substantial dividends in lower tube cost per hour of transmitter operation. And think of this: You save over 40% on initial cost of an RCA-833-A compared to the price of the 833 of 20 years ago!

Your RCA Tube Distributor handles RCA Tubes for all types of broadcast and TV station operations. For prompt delivery, call him.

RCA-833-A power triode, time-tried and proved. First high-power tube to feature the zirconium-coated anode.

How to get more hours from an RCA-833-A

- **Clean glass bulb regularly—especially in area between anode and grid posts.**
- **With forced-air cooling, keep blower in proper working order (40 cfm from 2" dia. nozzle). Max. bulb temp. between anode and grid seals not to exceed 145° C.**
- **At full plate load, keep filament voltage "on the nose". At reduced load, filament voltage can be reduced as much as 5% for longer life. Reduce filament voltage to 80% of normal during standby periods of less than 15 minutes; remove voltage when longer standby periods are anticipated.**
- **Watch line-voltage fluctuation; compensate for them to avoid exceeding maximum ratings.**
- **Operate new tube for 50-100 hours before storing it. Operate spare tubes periodically.**

RCA **TUBES FOR BROADCASTING**

Radio Corporation of America Harrison, N. J.

Continues from page 106

unl. P. O. address % Mr. Kolasa, 19639 Van Dyke, Detroit 34, Mich. Estimated construction cost $16,146, first year operating cost $36,500, revenue $40,000. Theodore and Mitchell Kolasa own Detroit roofing and heating retail appliance business. Henry Kolasa owns Detroit funeral home. Mr. Deresz is Detroit medical doctor. Announced Dec. 28.

Amsterdam, N. Y.—Walter T. Gaines, 1570 kc, 1 kw D. P. O. address Box 520, Amsterdam. Estimated construction cost $23,435, first year operating cost $45,000, revenue $60,000. Mr. Gaines owns **WLFH Little Falls, N. Y.,** and has chinchilla farm. His earlier application for Amsterdam am on 1280 kc was returned by FCC. He has resubmitted it and has petitioned for reconsideration of Commission's action in returning his application and in granting 1280 kc in Saratoga Springs, N. Y., to Radio Saratoga [B•T, Nov. 26]. If this petition is granted he will decide which Amsterdam application he wishes to have considered. Announced Dec. 27.

Auburn, N. Y.—Herbert P. Michels, 1220 kc, 500 w D. P. O. address 204 Texas Lane, Ithaca, N. Y. Estimated construction cost $11,361, first year operating cost $43,000, revenue $48,000. Mr. Michels is chief engineer, **WHCU-AM-FM Ithaca.** Announced Jan. 2.

Syracuse, N. Y.—Entertainment Service Inc., 1220 kc, 1 kw D. P. O. address 3627 Hudson Dr., Youngstown, Ohio. Estimated construction cost $29,739, first year operating cost $67,500, revenue $79,700. Principals include **Jacob J. Bolotin** (33.3%), retired pres. of Bolotin-Drabkin Furniture Co., Youngstown; Pres. **Myron H.** and **Barbara D. Bolotin** (21.3%), insurance and furniture interests, and **Frederic D. Bolotin** (v. p.-13.7%), employe of Cleveland, Ohio, engineering and construction firm. Announced Dec. 27.

Dallas, N. C.—Fred H. Whitley, 960 kc, 1 kw D. P. O. address Box 997, Kannapolis, N. C. Estimated construction cost $22,350, first year operating cost $36,000, revenue $60,000. Mr. Whitley owns **WGTL Kannapolis.** Announced Dec. 27.

Burns, Ore.—Howard J. McDonald and James P. Ward d/b as Radio Burns, 1230 kc, 250 w unl. P. O. address 2220 Frederic St., Boise, Idaho. Estimated construction cost $8,884, first year operating cost $22,524, revenue $30,000. Mr. McDonald is ofc. mgr., **KGEM Boise.** Mr. Ward is engineer-announcer, **KRKO Everett, Wash.** Announced Dec. 31.

Lewisburg, Pa.—Wireless Radio Inc., 1010 kc, 250 w D. P. O. address % **William R. DeWire,** College Park Rd. #1, Lewisburg. Estimated construction cost $15,621, first year operating cost $30,874, revenue $36,000. Principals include Mr. DeWire (gen. mgr.-32.39%), college student and employe of Reading, Pa., contracting firm, and **Donald H. Ross** (treas.-20.29%), owner of Lewisburg photography studio and camera store. Other stockholders are Lewisburg merchants. Announced Dec. 26.

Madison, Tenn.—Central Bcstg. Corp., 1430 kc, 1 kw D. P. O. address % **Walter A. Duke,** Box 464, Springfield, Tenn. Estimated construction cost $28,434, first year operating cost $60,000, revenue $80,000. Principals are half owners **H. C. Young Jr.,** former owner of **WSOK Nashville, Tenn.,** and **WIOK Tampa, Fla.,** and Mr. Duke. ½ owner, **WDBL Springfield, Tenn.,** and 100%, **WDBM Statesville, N. C.** Announced Dec. 27.

Numacao, P. R.—Antonio L. Ochoa, 1240 kc, 250 w unl. P. O. address Figueroa St. 613, Santurce. P. R. Estimated construction cost $9,000, first year operating cost $17,570, revenue $32,544. Mr. Ochoa owns Santurce recording firm. Announced Jan. 2.

APPLICATIONS AMENDED

LaFayette, Ind.—Application of **J. E. Willis** seeking cp for new am on 1410 kc, 1 kw DA-D (requesting waiver of 3.28 [c]), amended to re-describe trans. location. Announced Dec. 28.

Duluth-Superior, Wis.—Application of **Philbar Bcstg. Co.** seeking new am on 1320 kc, 1 kw D, amended to specify studio locations as Belknap & Susquehana Ave., Superior, and Torrey Bldg., Duluth. Announced Dec. 28.

Existing Am Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WBLO Evergreen, Ala.—Evergreen Bcstg. Co., 1470 kc.

KUEQ Phoenix, Ariz.—Q Bcstg. Co., 740 kc.

KVWM Show Low, Ariz.—Peak Bcstg. Co., 1050 kc.

KMOP Tucson, Ariz.—Bamray Bcstg. Co., 1330 kc.

KVOY Yuma, Ariz.—KYMA Yuma Inc., 1400 kc. Changed from KYMA.

WAJN Atlantic Beach, Fla.—Voice of the Sea, 1600 kc.

WBRD Bradenton, Fla.—Sunshine State Bcstg. Co., 1420 kc.

WSKP Miami, Fla.—WSKP Inc., 1450 kc. Changed from WWPB.

WWTB Tampa, Fla.—Tison Bcstg. Co., 1300 kc. Changed from WEBK.

KIKS Sulphur, La.—Lake Bcstg. Co., 1310 kc. Changed from KSUL.

WMPL Hancock, Mich.—Copper Country Bcstg. Co., 920 kc.

KODE Joplin, Mo.—Air Time Inc., 1230 kc. Changed from KSWM.

KRAC Alamogordo, N. M.—Lyman Brown Enterprises, 1270 kc.

WSRA Saratoga Springs, N. Y.—Radio Saratoga, 1280 kc.

WFSC Franklin, N. C.—Macon County Bcstg. Co., 1050 kc.

WOUB Athens, Ohio—Ohio U., 1340 kc.

WZYX Cowan, Tenn.—Cumberland Bcstg. Co., 1440 kc.

WTRO Dyersburg, Tenn.—Southern General Bcstg. Co., 1450 kc. Changed from WDBG.

WCMT Martin, Tenn.—Jones T. Sudbury, 1410 kc.

KATR Corpus Christi, Tex.—Broadcasters Inc., 1030 kc. Changed from KWBU.

KWEL Midland, Tex.—Great Western Radio Co., 1580 kc.

KIRT Mission, Tex.—Pool Bcstg. Co., 1580 kc.

KDXU St. George, Utah—St. George Bcstg. Co., 1450 kc.

WELK Charlottesville, Va.—Lawrence Lee Kennedy, 1010 kc. Changed from WBFY.

WILA Danville, Va.—S. L. Goodman, 1580 kc.

WDDY Gloucester, Va.—S. L. Goodman, 1420 kc. Changed from WRIP.

WYTI Rocky Mount, Va.—S. L. Goodman, 1570 kc.

WVVW Grafton, W. Va.—WVVW Inc., 1260 kc.

WCWC Ripon, Wis.—Central Wisconsin Co., 1600 kc.

APPLICATIONS

WDMG Douglas, Ga.—Seeks mod. of cp (which authorized change hours and install DA-N) to increase D power from 5 kw to 10 kw; changed from DA-N to DA-2 and install new trans. Announced Jan. 2.

KVFD Fort Dodge, Iowa—Seeks authority to determine operating power by direct measurement of ant. power. Announced Jan. 2.

KRCT Baytown, Tex.—Seeks cp to change station location from Baytown to Pasadena, Tex., change ant.-trans. location, operate trans. by remote control from Palestine and Mercury Sts., Jacinto City, Tex., and install new trans. Announced Jan. 2.

APPLICATION AMENDED

WFCR Fairfax, Va.—Application seeking cp to increase power from 500 w to 1 kw, install new trans. and change ant.-trans. location, amended to make changes in ant. system. Announced Dec. 28.

New Fm Stations . . .

APPLICATION

Pasadena, Calif.—Pasadena City Junior College District, 89.3 mc, .196 kw unl. P. O. address % **Dr. W. B. Langsdorf,** 1570 Colorado Blvd., Pasadena. Estimated construction cost $1,067, first year operating cost $2,000. Proposed grant is for non-commercial educational purposes. Announced Dec. 28.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WWPB (FM) Miami, Fla.—Paul Brake, 101.5 mc. Changed from WWPB-FM.

WNEX-FM Macon, Ga.—Macon Bcstg. Co., 96.9 mc.

WFHA-FM Red Bank, N. J.—Frank H. Accorsi, 100.3 mc.

KSFM (FM) Dallas, Tex.—Metropolitan Bcstg. Corp., 105.3 mc.

KBFM (FM) Salt Lake City, Utah—Rocky Mountain Bcstrs., 93.9 mc.

Ownership Changes . . .

ACTIONS BY FCC

WNPT Tuscaloosa, Ala.—Granted transfer of control from **W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr.** to **Mrs. Edna Ruth L. Harris and Mrs. Allie W. Todd,** who will own respectively 22.9% and 36.1%. Mr. Thielens sold 17% to corporation for $20,000, reducing stock outstanding. Mrs. Harris own 16⅔% of **WJBB Haleyville,**

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
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So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

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MILESTONES
for February
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the February package commemorates a special event of national importance:
"ABE LINCOLN—FAMILY MAN"
Born: February 12, 1809
"THE STRIKING ARM OF FREEDOM"
Freedom Week
February 12-22, 1957
"VALENTINE'S DAY"
February 14, 1957
"AMERICA'S FIRST ADMINISTRATION"
George Washington
Born: February 22, 1732
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE NEW YORK 17, N Y
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Ala. Announced Dec. 13. (Corrected item.)

KFWB Hollywood, Calif.—Granted assignment of license from **KFWB Inc.** to **KFWB Bcstg. Corp.** Corporate change. No change in control. Announced Dec. 31.

KOLR Sterling, Colo.—Granted acquisition of positive control by **Russell M. Stewart, Byron R. Joachim and John R. Jirdon** (as group) through purchase of ⅓ of outstanding stock from **Anna C. Petteys, Alonzo Petteys and Robert Petteys** for $13,000. Buyers will own total ⅔. Announced Dec. 31.

WDZ Decatur, Ill.—Granted assignment of license from **WDZ Bcstg. Co.** to **Mid-States Bcstg. Co.** Corporate change. Announced Dec. 31.

WLBJ Bowling Green, Ky.—Granted assignment of license from **Greenwood Bcstg. Co.** to **Bowling Green Bstrs. Inc.** Corporate change. No change in control. Announced Dec. 31.

Winnsboro, La.—Franklin Bcstg. Co. granted 1570 kc, 500 w D. P. O. address % **James H. Martin**, Delhi, La. Estimated construction cost **$14,-725**, first year operating cost $27,000, revenue **$45,-000**. Principals include Pres. Mr. Martin (48%), livestock interests; Vice Pres. **W. Gordon Allen** (48%), pres., 70% stockholder of **KGAL Lebanon, Ore.**, pres. of **KEED Springfield, Ore.**, pres. of **KGAE Salem, Ore.**, 50% stockholder of **KBAM Longview, Wash.**, and sole proprietor of **KTIX Seattle, Wash.** Announced Dec. 20. (Corrected item.)

WCHB Inkster, Mich.—Granted assignment of cp from **Dr. Haley Bell tr/as Bell Bcstg. Co.** to **Radio Station WCHB of the Bell Bcstg. Co.** Corporate change. Announced Dec. 31.

WKOZ Kosciusko, Miss.—Granted assignment of license from **Cy N. Bahakel to Kosciusko Bcstg. Co.** Corporate change. Announced Dec. 31.

KLCB Libby, Mont.—Granted acquisition of positive control by **Oliver G. Coburn** through inheritance of stock from **Mary Elizabeth Coburn**, deceased. Mr. Coburn, former 35.56% owner, will hold 75.96%. Announced Dec. 31.

KUVR Holdrege, Neb.—Granted acquisition of positive control by **William C. Whitlock** through gift of one share of stock from **Betty Rae Whitlock.** They are sole owners. Announced Dec. 31.

KHOL-TV Kearney, KHPL-TV Hayes Center, both **Neb.**—Granted transfer of control from **Brewster Hospital Inc.** to **F. Wayne Brewster** through sale of 222 shares held by hospital to Mr. Brewster and **Donald E. Brewster** for $22,200. F. Wayne Brewster, at present 44.4% owner, will own 55.5% and his brother 11.1%. Announced Dec. 31.

APPLICATIONS

KFWB Hollywood, Calif.—Seeks assignment of license from **KFWB Inc.** to **KFWB Bcstg. Corp.** Corporate change. Announced Dec. 27.

KDAY Santa Monica, KCOA-TV Corona, both **Calif.**—Seek assignment of license and cp from **KOWL Bcstg. Co.** to **Radio California Inc.** for $650,000. Latter is 100% owned by **Gotham Bcstg. Corp. (WINS New York, N. Y.,** and 50%, **KTVR-TV Denver, Colo.)** Pres.-75% owner of Gotham is **J. Elroy McCaw** who also owns 50%, **KYA San Francisco;** 50% **KELA Centralia;** 33.3% **KALE-AM-FM Richland;** 25%, **KAPA Raymond;** 33.3%, **KYAK Yakima, all Wash.;** 100%, **KORC Mineral Wells, Tex.;** 25%, **KONA-TV Honolulu, T. H.;** 100%, **KTVW Seattle, Wash.,** and applicant for ch. 5 tv, Walla Walla, Wash. Announced Dec. 28.

KVOR Colorado Springs, Colo.—Seeks assignment of license from **Riggs & Greene Inc.** to **Dunbar Bcstg. Inc.** for $142,001. One-third partners in latter are **James Dudley,** freelance announcer; **George Furth,** furniture sales representative, Berne, Ind., and Pres. **Charles Dunbar,** sales manager, **WERE Cleveland, Ohio.** Announced Dec. 28.

WFNM De Funiak Springs, Fla.—Seeks assignment of license from **Clayton W. Mapoles tr/as Walter Bcstg. Co.** to **Gulfport Bcstg. Co.** for $27,200. Gulfport is licensee of **WEAR-AM-TV Pensacola, Fla. Mel Wheeler,** gen. mgr.-25% owner, WEAR-AM-TV, is applicant for am in Panama City Beach, Fla., and is gen. mgr. of **WJDM (TV) Panama City, Fla.** Announced Dec. 31.

WLBJ Bowling Green, Ky.—Seeks assignment of license from **Greenwood Bcstg. Co.** to **Bowling Green Bcstrs. Inc.** Corporate change. **Cy N. Bahakel** remains 100% owner. Announced Dec. 28.

WINN Louisville, Ky.—Seeks transfer of control from **WINN Inc.** to **Emil J. Arnold.** Corporate change. No change in control. Announced Dec. 31.

KLCB Libby, Mont.—Seeks acquisition of positive control by **Oliver G. Coburn** through inheritance of stock from **Mary Elizabeth Coburn,** deceased. Mr. Coburn, former 35.56% owner, will hold 75.96%. Announced Dec. 28.

WATV (TV) Newark, N. J.—Seeks assignment of cp from **Bremer Bcstg. Corp.** to **Atlantic Tele-Vision.** Corporate change. No change in control. Announced Jan. 2.

KASA Elk City, Okla.—Seeks assignment of license from **Southwest Bcstg. Co.** to **Leo R. Morris, Jackson R. Webb and Carl Stephens, partnership d/b as WSM Bcstg. Co.** for $50,000. Mr. Webb (25% of applicant) and Mr. Stephens (25%) are partners in Lawton, Okla., beer distributing firm. Latter also has real estate interests. Mr. Morris (50%), is former manager, **KSWO-AM-TV Lawton.** Announced Dec. 28.

KBST-TV Big Spring, Tex.—Seeks assignment of cp from **Big Spring Television to Texas Telecasting Inc.** No consideration except rent for use of facilities. Texas Telecasting is licensee of **KDUB-TV Lubbock** and satellite **KPAR-TV Sweetwater,** both **Tex.** Announced Jan. 2.

Hearing Cases . . .

INITIAL DECISION

WKMF Flint, Mich.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of **Knorr Bcstg Corp.** to increase D power of WKMF from 1 kw to 5 kw and change from DA-1 to DA-2, operating on 1470 kc with 1 kw-N. Announced Dec. 27.

Routine Roundup . . .

December 28 Applications

ACCEPTED FOR FILING

Modification of CP

WGBS-TV Miami, Fla.—Seeks mod. of cp to extend completion date to 7-20-57.

KBOI-TV Boise, Idaho—Seeks mod. of cp to extend completion date to 7-20-57.

KCRG-TV Cedar Rapids, Iowa—Seeks mod. of cp to extend completion date to 7-5-57.

KQED (TV) San Francisco—Seeks mod. of cp (which authorized non-commercial educational tv) to extend completion date to 7-24-57.

RENEWAL OF LICENSE

KRWC Forest Grove, Ore.; KWNW Wenatchee, Wash.

December 31 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of December 28

KBAL San Saba, Tex.—Granted license for am station.

WJBD Salem, Ill.—Granted license for am station.

KBNZ La Junta, Colo.—Granted license covering change ant.-trans. location.

WDDS-FM Syracuse, N. Y.—Granted license for fm station.

WFCR Fairfax, Va.—Granted cp to move ant.-trans. and studio location.

Following were granted extensions of completion dates as shown: **WKBM-TV Caguas, P. R.,** to 6-30-57; **KBOI-TV Boise, Idaho,** to 7-11-57; **WDAM-TV Hattiesburg, Miss.,** to 1-31-57; **WTVY (TV) Dothan, Ala.,** to 3-1-57

Following were granted authority to operate trans. by remote control: **WDDY Gloucester, Va.; WCVS Springfield, Ill.**

Actions of December 27

Following were granted extensions of completion dates as shown: **KDLS The Dalles, Ore.** to 3-30-57, conditions; **KGMS Sacramento Calif.** to 3-26-57, conditions; **WPCF Panama City, Fla.** to 3-30-57, conditions.

Actions of December 26

WHLM-FM Bloomsburg, Pa.—Granted mod. of cp to change ERP to 8.8 kw and change ant. system (ant. 650 ft.).

December 31 Applications

ACCEPTED FOR FILING

Modification of CP

WTVY (TV) Dothan, Ala.—Seeks mod. of cp to extend completion date.

WDAM-TV Hattiesburg, Miss.—Seeks mod. of cp to extend completion date.

KSWM-TV Joplin, Mo.—Seeks mod. of cp to extend completion date to 8-1-57.

RENEWAL OF LICENSE

KQFM (FM) Portland, Ore.

REMOTE CONTROL

WCVS Springfield, Ill.; WDDY Gloucester, Va.

January 2 Applications

ACCEPTED FOR FILING

Modification of Cp

WPRP-FM Ponce, P. R.—Seeks mod. of cp to extend completion date.

WEHT (TV) Henderson, Ky.—Seeks mod. of cp to extend completion date to 5-3-57.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp to extend completion date.

WKBM-TV San Juan, P. R.—Seeks mod. of cp to extend completion date to 6-30-57.

RENEWAL OF LICENSE

KUGN-FM Eugene, KGPO (FM) Grants Pass, KPFM (FM) Portland, KPOJ-FM Portland, all Ore.; KING-FM Seattle (and SCA), **KIRO-FM Seattle, KREM-FM Spokane, all Wash.**

UPCOMING

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 11: Annual banquet, Federal Communications Bar Assn., Sheraton Park, Hotel, Washington, D. C.

Jan. 16: Joint luncheon, Radio & Television Executives Society—American Women in Radio & Television, Hotel Roosevelt, New York City.

Jan. 16-17: South Carolina Radio & Tv Broadcasters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference, Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-20: Fifth annual Retail Advertising Conference, Palmer House, Chicago.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollwood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

March

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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RADIO

Help Wanted

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Radio station manager with proved sales ability, for network station in southwest competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 783C, B•T.

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Experienced salesman-announcer with ambition, ideas, personality, ready to earn more as assistant manager. Interview required. KBUD, Athens, Texas.

RCA MICROWAVE INSTALLATION COORDINATOR

Here is your opportunity to join RCA in a responsible, permanent assignment!

You will supervise the installation of microwave equipment at field locations, as RCA's representative for coordination of the activities of local contractors. In addition, you will be in charge of final tune up and test of equipment.

You should have 6 years' experience in communications, with 2 years' in frequencies above 1,000 megacycles. Some knowledge of construction preferred.

You'll enjoy: good starting salary, paid vacations, retirement plan, liberal company-paid benefits for you and your family, relocation assistance.

Please send resume of experience and education to:
Mr. E. W. Taylor
Employment Coordinator, Dept. E-1A
Radio Corporation of America
Bldg. 5-1, Camden 2, New Jersey

RADIO CORPORATION OF AMERICA

RCA

COMMERCIAL ELECTRONICS PRODUCTS

RADIO

Help Wanted—(Cont'd)

Managerial

Looking for 50kw management and big city management? Then skip this. No "big wheels" needed . . . just program, sales and community relations station manager for new mountain country CP. Radio management plus hunting and fishing in Great Smoky Mountain area. Opportunity for pleasant living, good money. No floaters or drunks. Write, call Graves Taylor, Tryon, N. C.

Salesmen

Top salesman, car and coffee money. Southwest station. Send complete details, references, first letter. Excellent compensation for proven producer. Box 805C, B•T.

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 759C, B•T.

Wanted: Salesman-announcer for California 5000 watt music and news station. Reply Box 103E, B•T.

Large midwest network affiliate needs radio salesman now. Must be experienced and aggressive. Number 1 station in market. Good guarantee and opportunity. Send full resume, first letter to Box 106E, B•T.

Experienced salesman: Best small-city opportunity in the middlewest. Kilowatt daytimer in single-station market offers $400 per month guarantee for three month minimum. Incentive plan assures minimum "salary" of $300 per month even after guarantee period. Will match, dollar for dollar, up to $1,500 in new sales. Commission setup pays up to 40%. Box 113E, B•T.

Salesman-announcer, small market experience, southeastern location, 1kw single market station. Emphasis on sales, $100.00 weekly salary plus percentage. Send details. Box 136E, B•T.

Immediate opening for experienced salesman who can also call football and basketball. $75.00 per week starting salary plus commissions. Send complete details, tape, photo, resume to KOCA, Kilgore, Texas.

Radio salesman. Expanding sales staff. Must have proven sales ability. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, KTSM-Radio, El Paso, Texas.

Combination-salesman-announcer, salesman-engineer. Send full information first letter. WDAT, South Daytona, Fla.

Money making opportunity at western Michigan's most powerful independent, equidistant from Chicago and Detroit. Prefer some announcing experience. Write WKNK, Muskegon, Michigan.

Announcers

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Opening for smart continuity girl—top rated station in Ohio metropolitan market. Good salary, employe benefits. Send sample material, photo, background. Box 755C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 808C, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Top eastern independent now auditioning announcer-DJ's. Several openings imminent. Good salary plus talent large market. Send tape, photo and resume to Box 101E, B•T.

Wanted: Announcer to the qualified man $350 start with advancement. 250 watt music-news station in college town. Box 105E, B•T.

Wanted: Combination announcer with first class ticket. Straight announcer, good news. Starting salary, $92 weekly. Ideal place to live. Airmail tape and complete background direct to Box 107E, B•T.

Announcer for kilowatt station in Wyoming. First phone, selling ability desirable; must have car. Top salary, plus. Send tape, resume. Box 118E, B•T.

Announcer-engineer, 1st phone, 1kw daytimer, southeast location. Emphasis on announcing, $85.00 weekly to start. Send details. Box 137E, B•T.

Immediate opening for experienced personality morning man in small upper midwest market. Ideal working low-cost living conditions with much opportunity for advancement. Will pay up to $80 for 40 hour week, overtime, paid vacation. Car essential. Send resume and tape. Box 140E, B•T.

Five kw station will give chance to young man 16-18 interested in learning radio. Box 142E, B•T.

Announcer-engineer, 1st class ticket for new station in city of 27,000. Write, wire or phone Manager, KAGE, Winona, Minnesota.

Can you sell on-the-air? Second largest country-western audience demands country-western disc jockey with thorough konwledge of country-western music. We want a disc jockey who can sell on-the-air. Immediate opening. Write: Bob Kaye, c/o KEVE, Minneapolis, Minnesota.

Combination announcer-salesman, announcer-engineer. Send full information first letter. WDAT, South Daytona, Fla.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Announcer—experienced deejay who can "intro" top 40 selections with minimum of words. Strong on commercials. Excellent working conditions. Send complete information with tape. Will arrange personal interview later. Write Program Director, WOC, Davenport, Iowa.

$100 weekly guaranteed plus commission for 2 top pop deejay-combination-salesmen for top Florida market (emphasis on sales). This is no draw but a guarantee. Contact Larry Glick, Radio Station WQIK, Jacksonville, Florida. Also need announcer-engineer combination with first class ticket for an affiliate station.

WSIV Radio needs an experienced announcer able to operate control board. Send audition and information to WSIV, Pekin, Illinois.

Technical

Experienced engineer for position of chief engineer at modern, well equipped 250 watt full-time independent station in Pa. Will have complete responsibility for purchasing, maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 742C, B•T.

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 811C, B•T.

First class engineer for 250 watt network station in eastern Pennsylvania. RCA transmitter with automatic control. Duties consist of maintenance of studio console, transmitter and remotes. Starting salary $70.00 weekly with 6 month raises. Vacation and paid hospitalization. Car necessary. Write full particulars. Box 100E, B•T.

Engineer, first class radio-television station middle-Atlantic states. Ideal working conditions. Good pay, liberal benefits. Box 143E, B•T.

First phone engineer, experienced remote control. Want to learn sales. Box 151E, B•T.

Immediate opening for chief engineer for one fm, two 500 watt am stations—one remote controlled, eastern Long Island. WALK, Box 230, Patchogue, N. Y.

RADIO

Help Wanted—(Cont'd)

Technical

Combination engineer-announcer, engineer-salesman. Send full information first letter. WDAT, South Daytona, Florida.

Wanted: Experienced engineer-announcer for 250 watt daytimer with emphasis on announcing. Must have pleasing voice, sober—no drifters please. $100.00 for 48 hours, rush, picture, tape and experience. Raymond L. Prescott, Jr., WJIG, Tullahoma, Tenn.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

News reporter-copywriter, 1kw small market station. $60-$75 weekly salary, man or woman. Will consider beginner with journalism training. Send details. Box 138E, B•T.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Program director: Here's an opportunity to supervise programming under ideal conditions in strong station in medium market. Excellent opportunity for advancement in progressive organization. Send all resume information on tape with sample of air work, plus evidence of air speciality, to WIZE, Springfield, Ohio.

Immediate opening for experienced newsman who can gather, rewrite and broadcast. Must have a good voice and ability to sell commercials. Top station in major market. Contact Martin Gialmo, Station WJEF, Grand Rapids, Michigan.

Gal for DJ, copy, general radio work. WSHE, Sheboygan, Wisconsin.

Immediate openings—all radio and tv personnel. Choice locations—east, west, north, south! Contact us for the good positions! Commercial Employment, 652 Chestnut, Gadsden, Alabama.

Situations Wanted

Managerial

Mr. Owners! Your station realizing it's full potential? Experienced broadcasters will accept flexible management, on year to year guaranteed basis. Offer made possible by experience in every type situation. Completed second successful year with station that just for triple the owner's price two years ago. Prefer station now losing money. Confidential. Box 114E, B•T.

Background to duplicate in executive under 35. Presently managing successful metropolitan station. Experience with national rep firm. Sound and progressive programming know-how. Family man, excellent education, good references. Available for sound proposition with sound organization. Reply. Box 130E, B•T.

Manager/sales manager: Cash to purchase substantial interest in single station market. Now selling localized ideas in "competitive" single station market. 18 years experience, sales, programming, promotion, civic minded. Want station operation and market with good future potential. Box 131E, B•T.

Radio manager—14 successful years experience, all phases. Excellent sales know-how. Modern program formula. Desire permanent connection. Box 146E, B•T.

Salesmen

Salesman—experienced. Announcer with good voice. First class license. Emphasis on selling. Box 139E, B•T.

Announcers

Lousy DJ but good on news, commercials. Eight years experience. Box 769C, B•T.

DJ-copywriter, 34, eight years experience, presently employed. **Desires combination copy and air work schedule. Any offers? Box 773C, B•T.**

RADIO

Situations Wanted—(Cont'd)

Announcers

Top personality, salesman, on and off air. 13 years experience. Need larger market. Start $110.00 week. Virginia or nearby. Box 102E, B•T.

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Experienced c & w deejay humorist, singer. Have recording contract, veteran, married, sales experience. Box. 110E, B•T.

Announcer - salesman — ambitious, experienced, college, vet, married, employed. Strong commercials, news, good voice. Box 115E, B•T.

DJ staff—1½ years experience—presently employed—prefer northeast. Box 116E, B•T.

Employed, married, veteran announcer-illustrator-engineer, first phone 7 years desires good music or educational radio or tv near college. Box 121E, B•T.

Good announcer, easy-dealing DJ, 6 years experience. No fancy dan or gimmicks. 26, married. Studio voice, college, dramatic school. Desire radio-tv station. Current salary $90. 175,000 market. Confident I can make the grade in television. Only sincere inquiries, please. Box 122E, B•T.

Sportscaster: Excellent play-by-play. Top rated radio and television sport shows. Special events. 10 years radio and television. Top references. Box 125E, B•T.

Commercial DJ—two years experience—presently employed—wish to relocate northeast. Box 133E, B•T.

DJ, vet, presently employed 1000 watt station. Combo man, 3rd class license, good news, commercials, experience, strict production. Available 2 weeks. Jack Davis, 421 Crown Street, Brooklyn, N. Y. HY 3-5994.

Announcer—deejay with one year's experience seeks position in east coast station. Salary no problem if location is as desired. News, board and third class ticket. For tape, resume, photo write: Milano, 375 Knickerbocker Avenue, Brooklyn, New York. Telephone Glenmore 6-2164.

Directionals attention. Announcing school graduate with 1st phone, looking for first job. $75 minimum, no car. Berkshire 7-6721 after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Three months experience. Call in Manasquan, N. J. Castle 3-1540. Box 122.

Night man. College education. Five years radio experience. Box 2123, Delray Beach, Florida. Phone CR 6-7348.

Programming-Production, Others

Program director! Also experienced promotion, sales. Idea, hard worker, permanent, good! Box 768C, B•T.

Newsman—university journalism graduate, 29. Radio-television news (report write, edit, some photography), advertising experience. $75 minimum. Prefer west, but everything considered. Box 108E, B•T.

Radio-tv newsman, native Californian, 30, degree, world-travelled. Seven years news, three radio-tv. Producer-writer network shows. Beep phone specialist. Knows news Aachen to Xanadu. Will voice. Far west only. Box 129E, B•T.

Newsman, thoroughly experienced: Ten years in broadcasting includes major metropolitan operations. Outstanding references. Thirty, married, veteran. Box 132E, B•T.

Writer (male) presently radio copywriter, former radio newswriter and newspaper reporter. 29, married, English major. Seek opportunity New York, eastern area preferred. Any airwork absolutely out. Box 134E, B•T.

Looking for help? Contact us for the best in radio and tv personnel. No charge to employer. Commercial Employment, 622 Chestnut, Gadsden, Alabama.

TELEVISION

Help Wanted

Salesmen

Television salesman. Aggressive, dependable salesman needed, preferably with television experience. Individual with tv background other than selling will be considered. This local sales opening is an opportunity to advance in experience and income. Substantial billings already available, through takeover of current account list. CBS-TV network station, east, with new facilities in excellent market, include photograph and full details with reply. Box 147E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Time salesman, experience necessary. Salary, commission and expenses. Letter only. Write to Sales Manager, WGLV-TV, Easton, Pennsylvania.

Announcers

Tv announcer—experienced, mature delivery. Leading station, competitive midwest market. Immediate opening. Send picture, resume. Box 126E, B•T.

Technical

Help wanted: Expanding maximum power midwest NBC affiliate needs two 1st class engineers who are familiar with a switcher, and two 1st class transmitter men. Salary commensurate with ability and experience. Opportunity to advance to supervisor. Only top 1st class engineers considered. Contact Chief Engineer. Box 765C, B•T.

Transmitter supervisor for maximum power vhf television station in southeast. Must be thoroughly aquainted with high power transmitter tuning and test procedures, all phases. References required. Box 123E, B•T.

Kinercording engineer, send experience, recent snapshot, salary expected, references. KRMA-TV, 12th and Welton Streets, Denver, Colorado.

Wanted: Television engineers for studio and/or transmitter operation or maintenance. Requires first class telephone license. Contact Chief Engineer, WJIM-TV, Lansing, Michigan.

Tv studio engineer wanted. Fine opportunity with RCA equipment for recent technical school graduate or a radio man wanted to get into television. Send resume of background and recent snapshot. R. R. Owen, P. O. Box 1640, Columbus, Georgia.

Programming-Production, Others

Producer-director needed by large mid-U. S. tv station. Must have at least three years experience. Please state experience and minimum salary required. Box 120E, B•T.

Experienced film editor to head 3-man department. Excellent working conditions. Midwest NBC affiliate. State experience. Box 127E, B•T.

Creative mind for tv copywriting. Tv and/or radio experience essential. Successful station, beautiful Ohio Valley. Send sample copy, resume. Box 128E, B•T.

Situations Wanted

Salesmen

Good sales record, top references. Nine years radio, one television. Three years sales-manager. With present employer over five years. Box 112E, B•T.

Programming-Production, Others

Sharp producer-director seeking employment picture with ample "head-room." Box 117E, B•T.

Art director, experienced all phases tv production, will consider creative, responsible position. Fast with ideas. Box 135E, B•T.

EXECUTIVE POSITION

Owner of Eastern-station group needs young, aggressive, capable station executive to assist owner in management and coordination of expanding operations. We need creative ability and hard work. This is a permanent job with a tremendous future. Send all information, complete references and photo to

Box 144E, B•T

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 784C, B•T.

Long established 1000 watt daytime station making small profit with good future. Small southeastern market. Only station. Price $45,000 with substantial down payment. Box 124E, B•T.

Two profitable, single station markets in Kentucky-Tennessee area. Each priced under $100,000 and terms can be arranged for responsible parties. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Southern Appalachian Mountain area station. $70,000 with some terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Regional station in market which has just grown into metropolitan status. Centrally located. Profitable. $250,000 total price. Purchasable 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Raytheon limiting amplifier, model RL-10 with rack panel; now in use; excellent condition, $175. KSIB, Creston, Iowa.

Four RCA 44BX microphones. All in good condition. Three factory reconditioned, one new past year. Studio used. Price $90.00 each. Lot price $335.00, cable included. Write Chief Engineer, WCUE, Akron 8, Ohio.

Microwave equipment, excellent condition. One Raytheon KTR unit with 6 foot dishes, one Raytheon MTR unit with 10 foot dishes, $6,000.00 each. WILS, Lansing, Michigan.

FOR SALE

Equipment

Ampex 600/620 recorder-reproducer. Magnecorder PT6R. Write for price and details. P.O. Box 5025, Jacksonville, Florida.

For sale at a bargain, one 310 ft. Lingo tower with lighting equipment. Tower is standing at transmitter site and must be dismantled by buyer. United States Tower Co., 210 Union Trust Building, Petersburg, Virginia.

Commercial Crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A.M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Edison Electronic Co., PR3-3901, Temple, Texas.

WANTED TO BUY

Stations

Wanted: Radio station by experienced owner. Give complete financial facts. Confidential. Box 760C, B•T.

Experienced Georgia broadcaster with $10,000 wants to buy or lease Georgia station. Box 141E, B•T.

Desire to lease with option to buy or to purchase station in small or medium market on terms. We will operate as practical, resident broadcaster—not interested in investment or speculation. Write Box 145E, B•T.

Stations wanted. Texas and Louisiana. Ralph J. Erwin. Broker. 1443 South Trenton, Tulsa, Okla.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

Am daytimer considering fm. Like bids on following used: 4 bay side tower antenna; 320 feet feed; am isolator; transmitter, fm monitor. Quote asking price and availability. Box 111E, B•T.

Want 3 or 5kw fm transmitter or 3 kw amplifier with power supply. Call Floyd Hall, KPOL, Los Angeles, Capitol 5-7011.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

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For top-flight salesmen, who want a salaried position, plus commissions in one of the fastest growing markets in the United States. We need and want only the best. Our need is brought about by the tremendous growth of this city and market. You will find our community offers ideal living conditions, and your only financial limitation will be your ability. This is a chance of a lifetime.

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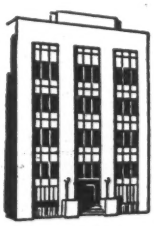
HOLLYWOOD

CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

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Lee Gorman
Vice President & General Manager
WABI & WABI-TV

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For details regarding the availability of this personality and program write Box 150E, B•T.

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Local and regional sales opening with basic CBS station, upper Piedmont area, North Carolina-Virginia. This sales position has enjoyed top billing on our staff under the present man. Salary and substantial incentive arrangement. TV or radio sales experience required. Send resume with full details, including photo to

Joe Lake
Commercial Manager
WFMY-TV
Greensboro, N. C.

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

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Tom Matthews
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TELEVISION

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Thou Shalt Not—

FOR the past two weeks, a leading topic for argument in Chicago has been WGN-TV's cancellation of a scheduled showing of "Martin Luther," a feature film endorsed by Lutherans and some other Protestants but objectionable to Catholics.

The station's decision and its aftermath have significance beyond the range of WGN-TV's signal and the narrow question of dogmatic rivalries. The Chicago incident involved a basic problem which confronts all stations and all communications media.

WGN-TV purchased "Martin Luther" for playing in one of its regular feature film periods under local sponsorship. When the playdate was announced, protests poured in by letter, telegram and telephone.

Four days before the scheduled showing, WGN-TV cancelled the film. This provoked an answering deluge of protests against the station's yielding to pressure. These protests were, in turn, answered by others siding with the station's decision, and so the storm grew. WGN-TV found itself in the middle of a controversy from which graceful exit was impossible.

The timid broadcaster may take this as a lesson that embarrassment could have been avoided if WGN-TV had not booked a program with a controversial theme. This line of reasoning is based on a higher regard for personal security than public good.

WGN-TV did not create its problem by buying "Martin Luther" but by scheduling the film without investigating fully the sectarian antagonisms it could be expected to arouse and attempting to satisfy them in advance of scheduling. If the station regarded "Martin Luther" as a vehicle worthy of airtime, its only course was to confer with competent religious leaders and arrange for future presentation of differing points of view.

If television is to develop to its full potential, it must seek out rather than avoid the presentation of issues and ideas which are not universally embraced. It will be an inadequate program structure which is based on themes favoring subjects that are no more controversial than the sanctity of home, flag and mother love.

To engage in the presentation of controversial subjects does not entail engagement in controversy itself—if the presentation is managed with judgment based on wisdom and experience and if advice from various points of view is sought.

It is regrettable that the "Martin Luther" quarrel happened at WGN-TV. In recent months, under new management, the station has conspicuously improved both its programming and business standards and is now taking a position of real responsibility in its community. In a sense, WGN-TV did the rest of broadcasting a service in precipitating, inadvertently, a conflict which others may study and so rearrange their own procedures.

Farm Broadcasting Day

BEFORE broadcasting became an American way of life a generation ago, the farmer was the butt of most jokes. He was depicted as a gangling, unsophisticated person with a piece of straw between his teeth who could be taken in by any city slicker.

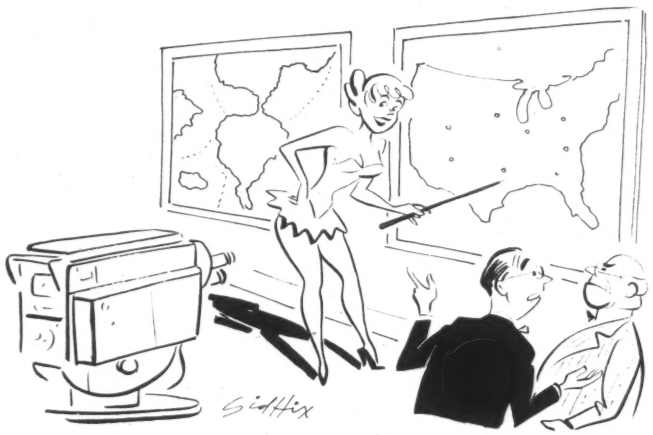
Today the farmer is a business man. He is as well informed on domestic and international affairs as his urban brother. He is an important, conscientious figure in our electorate, to be contended with in elections at local, state and national levels. He is scientific and mechanized. The word "rube" has vanished from our language.

The farmer has gotten that way to a large degree through broadcasting—largely radio. In addition to being exposed to the same programs heard by his city-dwelling cousin, he has benefited from the specialized farm programs broadcast by many stations. There are more than 1,300 radio stations and 82 television stations broadcasting market news, according to the Dept. of Agriculture.

This constitutes public service, the American way, about which the general non-farm public hears little. Farmers and ranchers could not function without the information on weather, market prices and conditions they now receive on broadcast schedules.

On Feb. 2 Farm Broadcasting Day will be observed for the first time. It is being co-sponsored by the U. S. Dept. of Agriculture, the NARTB and the National Assn. of Television & Radio Farm Directors. It is an opportunity afforded *all* stations to tell their audiences of the job being done by radio and television *for them* as a service to agriculture. Because weather and market reports and farm news help to increase the efficiency of agriculture production, the entire population benefits.

We suggest, also, in this era of occasional chiding of broadcasting for purported programming excesses, that Congress be invited to tune in on Feb. 2.



Drawn for BROADCASTING•TELECASTING by Sid Hix

"But even in educational television, Professor, we must entertain as we enlighten!"

Where Credit (For Cash) Was Due

THE nation's press has widely applauded the many stars who appeared Christmas night on a special radio and television program in behalf of Hungarian relief.

We join in the praise for such prominent performers as Julie Andrews, Danny Thomas, Sammy Davis Jr., Charles Laughton, Mary Martin, and many others. May we suggest, however, that even greater praise is due the seven radio and television networks which arranged the show and footed the bill?

All the performers, technicians, stagehands—indeed the whole working crew numbering scores if not hundreds—were paid minimum union wages. The total money paid to performers and crews was at least $50,000, according to knowledgeable sources. This was paid by the seven participating networks.

The value of the time contributed by the networks and their affiliated stations can be calculated precisely. It is $287,000.

So the contribution of the radio and television networks added up to $337,000 by conservative estimate.

It is not to depreciate the services of the performers, without whose presence there would have been no show, to say that generosity that evening was not confined to them.

The networks put a much bigger nickel on the drum.

Freedom for Moss Committee

ONE of the most effective committees of Congress during the last session was the House Government Information Subcommittee, headed by the able Rep. John E. Moss (D-Calif.). A temporary committee, it has been functioning under mandate of the House Government Operations Committee, and has performed valuable service in ferreting out the facts on suppression of non-security information by various government agencies.

Involved in the subcommittee's work is not only the people's right to know, but also the related question, even more important to the broadcast media than to the printed page, of freedom of access to information. The Moss Committee's work has won the approbation of such journalism groups as the American Society of Newspaper Editors and Sigma Delta Chi.

The subcommittee will continue its hearings at the new session, since many agencies of government are yet to be heard. There is considerable support for a permanent status for the subcommittee so it can continue its significant work without requiring new authorization at each session of Congress. We hope, as do all media interested in freedom of information, that the Moss Committee will be given this status.

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